

**SEVENTH**



**EDUCATIONAL GRAPHIC ARTS  
EXPOSITION SEPTEMBER 6-12**

*The Inland  
and American*

# **PRINTER AND LITHOGRAPHER**

*Combining The Inland Printer with The American Printer and Lithographer*

The Leading  
Publication  
in the World of  
Offset-Letterpress  
Printing

Printers and Lithographers Plan Record Equipment Purchases

Guide to Exhibitors at 7th Graphic Arts Exposition

How and Why to Buy New Equipment

How to Lay Out Offset Platemaking Department

Seventeen Graphic Arts Groups to Meet in September

What Depreciation Can Do to Your Costs

How New PIA Ratios Reflect Declining Profits

# Catching the eye with one impression!



*Photo by courtesy of the Government of India Tourist Office*

For "Commercial" Printing  
of "De luxe" Quality

Cantine's

**ESOPUS TINTS**

Made in Canary, Pink, Blue, India,  
Green, Peach, Goldenrod

Basis	23x35	25x38	35x45
70	118M	140M	232M
80	.....	160M	266M

NEW: ESOPUS TINTS  
COVER-BRISTOL

Canary, Pink, Blue, India,  
Green and Peach

Basis	20x26	23x29	23x35	26x40
20x26-80	160M	205M	248M	320M

See Cantine inserts printed  
at the Graphic Arts Exposition  
Booths 346-349

Cantine's Esopus Tints Text papers and the new Esopus Tints Cover-Bristol give highly detailed, commercially perfect reproductions of fine-screen halftones by either letterpress or offset at substantial savings in money and time.

Without overshadowing the illustrations, the soft, pleasing colors of the stock give double-tone effects with a single ink impression.

**For something new and effective in your printing,  
try Cantine's Esopus Tints.**

# Cantine's Coated Papers

For LETTERPRESS: Hi-Arts, Ashokan, M-C Folding, Velvetone, Esopus (Text, Cover and Post Card).

For OFFSET: Hi-Arts, Lithogloss C.I.S., Zenagloss C.2.S. Cover and Text, Esopus (Text, Cover and Post Card).

THE MARTIN CANTINE COMPANY, Saugerties, N. Y.  
Specialists in Coated Papers since 1888



# See the Brightype® at the Show

Don't miss your opportunity at the Graphic Arts Exposition to see Brightype, the new patented process, which reproduces metal type forms and letterpress plates directly onto photographic film or paper.

If you put ink on paper Brightype can help you whether you are in offset lithography, gravure, silk screen, or letterpress.

Bring your own glass and compare for yourself the fidelity, sharpness, and evenness of the Brightype reproduction. Note how it eliminates the occasional faults of

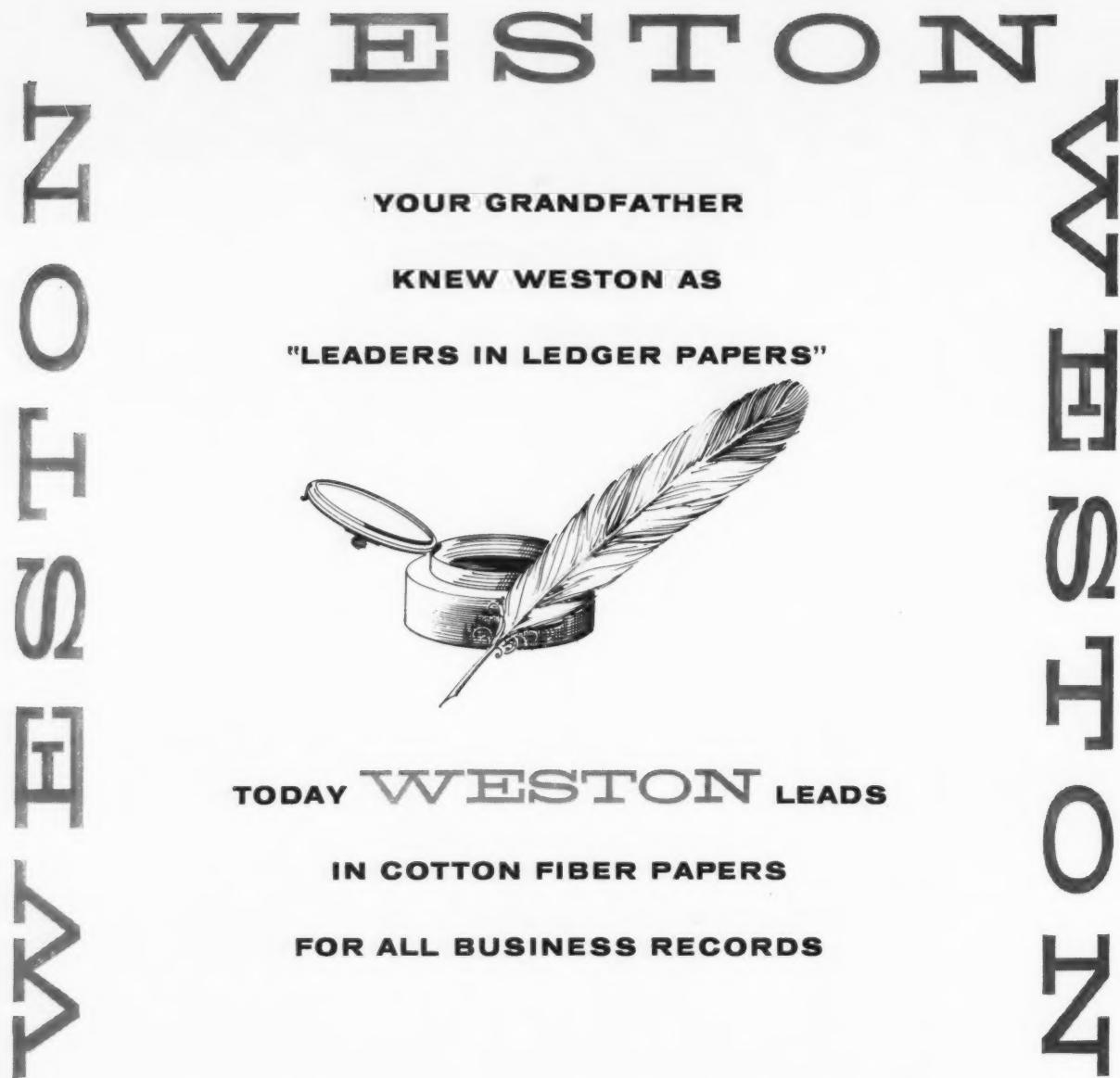
conventional printed proofs such as halations, fuzziness, and uneven impression.

If you have worn type or plates you would like to use again ask for a demonstration of how worn type or plates can be improved by using Brightype. See samples of worn type combined with new type while you are at the Show.

**Free Folder:** Write today for your free folder explaining the Brightype process. You will receive it before you leave for the Show.

**Ludlow Typograph Company** 2032 Clybourn Avenue, Chicago 14

Set in members of the Ludlow Tempo family



If you come from a long line of printers, you know how Weston has maintained its leadership in the field of cotton fiber papers for forms and business records.

From paper for permanent records to 25% cotton fiber utility ledgers, from specially finished machine posting ledgers to card weight index bristols, from highest quality bonds for letterheads, policies and certificates to economy grades for office correspondence and forms . . . whatever the need, however you print it or feed it, Weston cotton fiber papers are more convenient to buy, easier to print, more certain to satisfy you and your customers.



*Makers of Papers  
for Business Records  
Since 1863*

**WESTON PAPERS**

Byron Weston Company • Dalton, Massachusetts

COTTON FIBER BONDS • LEDGERS • MACHINE POSTING LEDGERS • INDEX BRISTOLS • SPECIALTIES

THE INLAND AND AMERICAN  
**PRINTER and LITHOGRAPHER**



THE LEADING PUBLICATION IN THE WORLD OF OFFSET-LETTERPRESS PRINTING

AUGUST 1959

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LEADING ARTICLES

How and Why to Buy New Equipment for Your Plant 68

Most major decisions today for machinery are made by team of individuals, not one man. Here are suggestions you can follow

How to Compute Life of Machinery in Your Plant 71

Internal Revenue Service now insists salvage value be placed on all equipment fully depreciated. Here are some tables you can use

Printers, Lithographers Plan to Buy Much Equipment 72

They're overwhelmingly optimistic about business in next 12 months. Special *PRINTER* and *LITHOGRAPHER* survey reveals plans

Guide to Exhibitors at 7th Graphic Arts Exposition 75

Here's a helpful listing of the major exhibitors and their booth locations along with floor plans of the New York Coliseum

Printing Industry of America Will Meet Sept. 7-11 83

"Management Equips for Tomorrow's Needs" is convention theme; Speakers will stress changes in markets, products, equipment

International Craftsmen Meet in New York Sept. 5-9 84

Golden anniversary of Craftsmanship will be celebrated at 40th convention; special volume will mark high point of observance

PIA Ratios Show Industry Profits Still Declining 86

How do your own figures compare with those in current PIA ratios? If your profits are low, what are you doing to stop decrease?

Depreciation Can Affect Your Pricing and Costing 87

If you are not taking depreciation into account in your cost accounting and in your estimating and pricing, you're due for a shock

Use This Plan to Lay Out Your New Offset Plateroom 89

The plant or department with best flow chart is usually considered to have best layout; design plateroom for workers' best routine

REGULAR FEATURES

Books for Printers	124	People in the News	174
Composing Room	104	Pointers for Printers	103
Convention Calendar	181	Pressroom	102
Graphic Arts in Washington	155	Promotion File	94
Month's News	130	Proofroom	107
New Equipment	108	Salesmen's Clinic	106
New Literature	183	Slugcasting Problems	105
Newsletter	65	Specialty Printer	96
Offset Questions	93	Specimen Review	98

## NEW PACKER



### FEATURES:

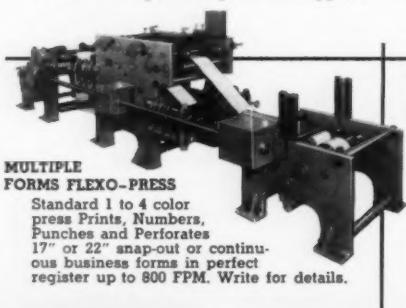
- Sturdy, heavy-duty construction throughout
- Interchangeable cross-perforating cylinders
- Cross, Skip or Continuous Perforating from 16" to 28" in  $\frac{1}{4}$ " increments
- Adaptable to most all stack type Flexo-Presses

**For producing continuous business forms on conventional flexo-presses**

### Increases production versatility of existing Flexo-Presses

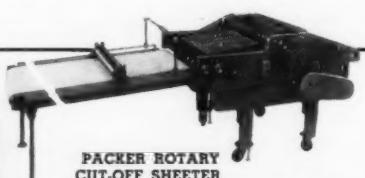
New surface rewind unit for in-line use with stack type flexographic press produces snap-out or continuous business forms with cross, skip or continuous perforating. It incorporates interchangeable cross-perforating cylinders from 16" to 28" in increments of  $\frac{1}{4}$ ", and is positioned with hydraulic pressure supplied

either from existing press or a separate hydraulic unit. Rewind requires minimum of power for maximum size 40" rewind roll. Adjustments provide for square cross-perforating and straight stacking when running continuous forms. Write for complete information — advise type of press in use.



#### MULTIPLE FORMS FLEXO-PRESS

Standard 1 to 4 color press Prints, Numbers, Punches and Perforates 17" or 22" snap-out or continuous business forms in perfect register up to 800 FPM. Write for details.



#### PACKER ROTARY CUT-OFF SHEETER

Designed for in-line or independent operation. Sheets Papers, Cellophane, Foil and Boxboards at 15,000 cuts per hour — dependent upon material thickness and stiffness. 3 standard sizes. Write for size and cut-off details.

Manufacturers of  
"CHAIN-HOLE"  
PUNCH  
Printing and  
Die Cutting  
Equipment

**PACKER**  
Manufacturing Company  
GREEN BAY - WISCONSIN

## LETTERS TO THE EDITOR

### Eastman Scanner Came First

After reading the interesting article by Gyan P. Madan on "How Electronic Color Separation Speeds Offset," in your April issue, it occurred to me that you might like to know that your information on the origin of the electronic scanning machine in the third column on page 58 is in serious error.

In the article Mr. Madan wrote, "Electronic aid in making color-corrected separations was suggested for the first time by Fischer, Hardy, and Wurzburg in 1937." However, the facts are that Murray and Morse of the Eastman Kodak Co. had been building a scanner since the early 30's and it was established in litigation that the Eastman Kodak Co. had already built an \$80,000 machine at the time when Hardy and Wurzburg first conceived their scanner. The basic patents were awarded the Eastman Kodak Co. and were actually filed in January, 1937, after several years of documented development. The patents were issued August, 1941. This scanner was transferred to the Springdale Laboratories of Time-Life for further development. —Earl Sundein, Publications Service, Editor, Kodak Graphic Arts Handbook, Eastman Kodak Co., Rochester, N.Y.

### Reds Invented Japanese Monotype?

Your reference to the Chinese automatic typesetter in "The Last Word" department of the June Printer and Lithographer intrigues me. Are the Reds not merely claiming credit for the Japanese Monotype developed by Remington Rand of Japan? But none of the operators of these machines of my acquaintance claim such speed —nor does any hand compositor claim ability to set 2,000 characters per hour. Also, while it sets type of various sizes, the changeover is so involved that most printers have a separate machine for each body size. Further, the Chinese claim is faster than that claimed for operating Japanese or Chinese typewriters, a considerably simpler machine.—E. W. Frisch, Box 1673, Escondido, Calif.

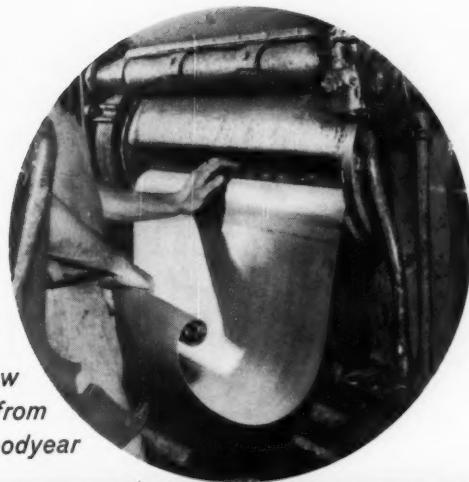
### Selling Important to Printing

After operating 33 years, it seems to me that the most important part of printing is SELLING; otherwise, any man could raise capital, buy equipment, hire a crew and proceed.

One of the most interesting articles I have seen along this line was headed, "How Printing Is Sold." I'd like to see you feature a brief description of some shop telling of HOW they secured certain accounts. At least ten customers should be so summarized.—John W. Nestler, Tampa, Fla.

### This Month's Cover . . .

was designed by LeRoy Barfuss, art director of the Sorg Printing Co. of Texas, Houston. Type faces used are in the Venus family, distributed by Bauer Alphabets, Inc., New York. Article headings are in Spartan Medium.



Now  
from  
Goodyear

DOUBLE-SIDED

hi-fi  
OFFSET BLANKETS



*... for 150% to 175% the mileage of any blanket you've ever used*

Here, at last, is a quality offset blanket that makes use of *both* its sides to give you *double* the printing surface in either conventional work or metal decorating.

Simply by reversing the new *Double-Sided HI-FI* once a week — resting one side while the other prints — you can get 1½ to 1¾ times your usual blanket life.

You get phenomenal new smash-resistance — far greater comeback, too. During test runs, in fact, this great new blanket continued to turn out satisfactory work after the underpacking had been badly smashed.

And, of course, the new *Double-Sided HI-FI* retains all the out-in-front advantages of its single-sided version: shortened "break-in" time — easier wash-up requiring no pumice. And it gives you the highest-fidelity reproduction on any type paper or metal.

Wouldn't it pay you, then, to get all the details on this remarkable new contribution to finer offset work at greater over-all savings? For full details, see your local Goodyear Distributor — or write Goodyear, Printers Supplies Sales Dept., New Bedford, Massachusetts.

Hi-Fi — T.M. The Goodyear Tire & Rubber Company, Akron, Ohio

PRINTERS SUPPLIES BY

**GOOD**  **YEAR**  
THE GREATEST NAME IN RUBBER

**DU PONT**  
**CRONAR<sup>®</sup> FILMS...**  
**THE QUALITY LINE**  
**ON ONE**  
**STABLE BASE**





There's a big difference between just making film and creating a complete and superior line of films for highly skilled graphic arts people. Each film, like our new CRONAR Ortho M, has been designed to do specific jobs superbly and economically.

Why have CRONAR Films met with such enthusiastic acceptance by the trade? There are several important reasons: CRONAR Films have built-in stability; they resist shrinking and stretching with changes in humidity or temperature. They dry faster, because Du Pont's unique polyester base absorbs virtually no water. Furthermore, the emulsions on all of these films have been carefully researched to offer top results for every use. These reasons explain why CRONAR Films are replacing ordinary films—and even glass—in leading shops everywhere.

#### **HERE'S A RAPID RUNDOWN ON OUR CRONAR FILM LINE. SEE HOW MANY JOBS THEY CAN DO IN YOUR SHOP . . . ON THE SAME FILM BASE**

- **CRONAR ORTHO B LITHO AND CRONAR ORTHO A LITHO (.004")** Camera halftone and line work, contact positives or negatives.
- **CRONAR ORTHO B LITHO (.007")** Halftone and line work, printed circuits, cartography, large sheet uses.
- **CRONAR PAN LITHO (.004")** Line work where red and black must be separated. In color work, for direct separation halftones and highlight masks.
- **CRONAR MASKING (.004")** Overlay masks in contrast adjustment and color correction techniques.
- **CRONAR PAN MASKING (.004")** Color correction masks for transparencies, negative color corrector masks from reflection copy.
- **CRONAR REFLECTION COLOR SEPARATION NEGATIVE (.007")** Color separation where high contrast is needed (reflection copy, low-contrast copy).
- **CRONAR TRANSPARENCY COLOR SEPARATION NEGATIVE (.007")** Color separation where medium contrast is needed (transparencies, contrasty copy, separations for two-stage masking).
- **CRONAR LOW GAMMA PAN COLOR SEPARATION NEGATIVE (.007")** Color separation where soft contrast is desired.
- **CRONAR COMMERCIAL (.007")** Continuous tone negatives positive or cancelling masks, reproduction of copy which combines continuous tone with line material.
- **CRONAR DIRECT POSITIVE CLEAR (.004")** Duplicate line and halftone negatives or positives.

#### **JUST RELEASED! CRONAR ORTHO M LITHO FILM**

New CRONAR Ortho M is especially designed for elimination of bothersome Newton's rings and trapped air which commonly occur in contact printing. Its emulsion is coupled with a special surface developed to assure you of complete contact between films quickly and efficiently. CRONAR Ortho M is available in .004" thickness and in all standard sizes and put-ups.

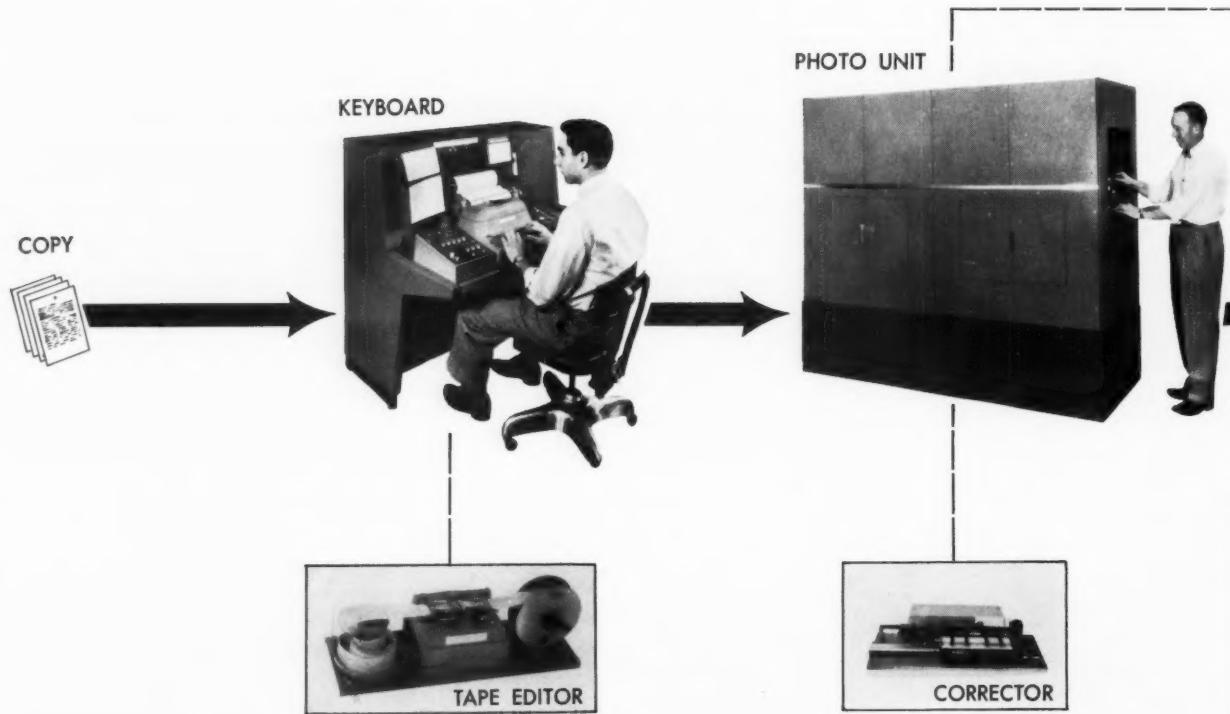
Contact your Du Pont Technical Representative for more information on CRONAR Ortho M . . . or *any* of our CRONAR Films. He'll be happy to discuss any questions you may have, and will also arrange a demonstration right in your own plant. E. I. du Pont de Nemours & Co. (Inc.), Photo Products Department, Wilmington 98, Delaware. In Canada: Du Pont of Canada Limited, Toronto.

● Symbol and CRONAR are Du Pont trademarks for polyester graphic arts films.  
This advertisement was prepared exclusively by Phototypography



**Better Things for Better Living . . . through Chemistry**

# LINOFILM -THE



**COLD TYPE**, to be important in your operation, must

1. Produce better typography; or
2. Produce a better profit.

The Linofilm System does both!

Linofilm, the only cold-type *system* designed to perform *every* composing-room process, is so versatile, so flexible that the basic schematic (shown above) can be rearranged in countless combinations . . . tailored specifically to your own individual needs.

Linofilm is less expensive as an initial investment, in leasing and in operating.

Linofilm's simplified keyboard utilizes operator skills to maximum advantage.

Linofilm is economical of floor space and simplifies composing-room arrangement.

Linofilm has the finest typographic facilities in the world—the matchless resources of Mergenthaler Linotype Company.

Linofilm is backed by the experience, skill and service of Mergenthaler.

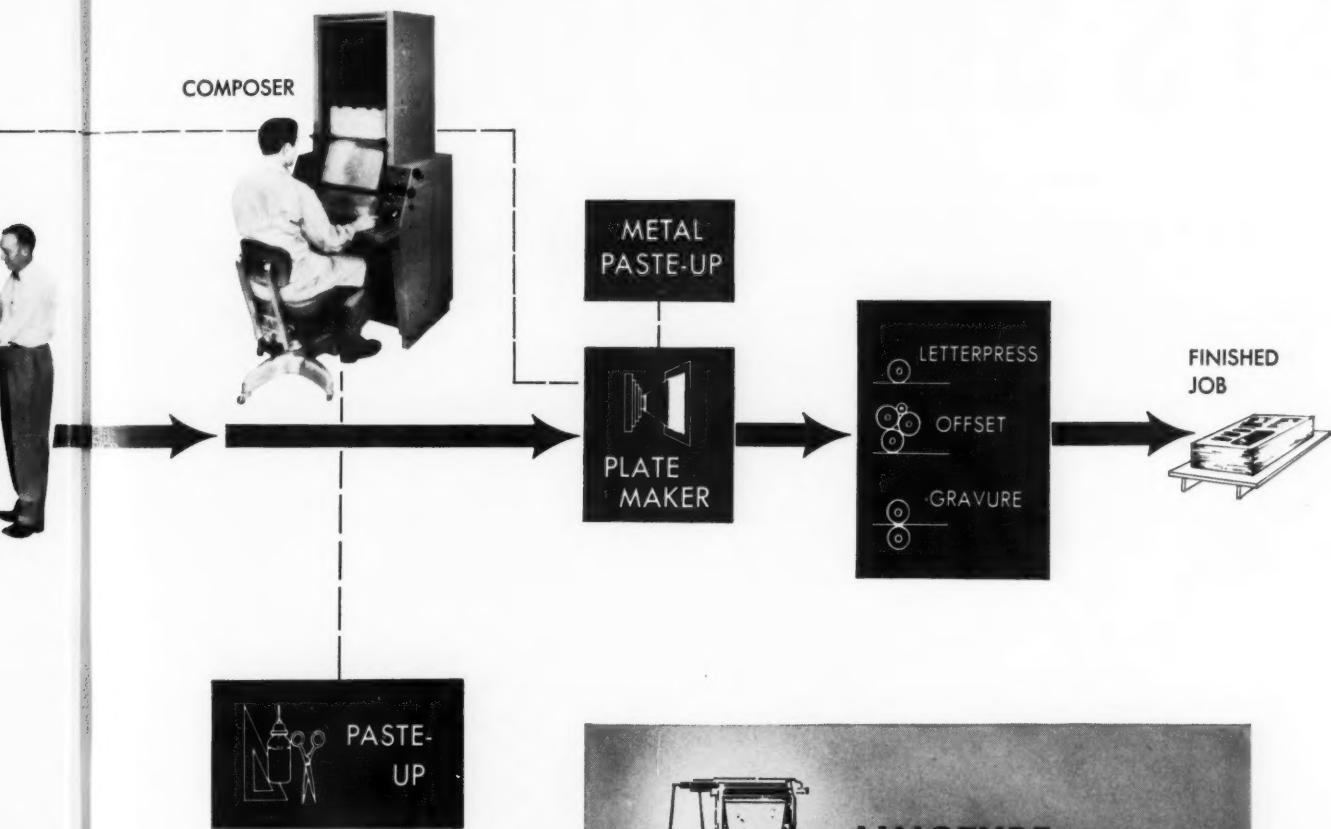
No wonder printers in every line—newspapers to mapmakers—agree that:

*Linofilm's the finest in cold type!*



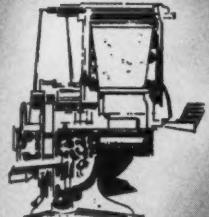
See it at the **GRAPHIC ARTS EXHIBIT**  
**NEW YORK CITY COLISEUM, Sept. 1-12**

# THE FINEST IN COLD TYPE!



Your Linotype Production Engineer has your tickets to the Graphic Arts Show. Or write to Mergenthaler Linotype Co., 29 Ryerson Street, Brooklyn 5, N. Y. Don't miss the Exposition or Mergenthaler's Area.

RTS EXPOSITION  
IM, September 6-12



**LINOTYPE means LEADERSHIP in hot metal, too!**

Hot metal and cold type make a winning team! To make profitable those jobs which hot metal can perform best, the Linotype has been constantly improved so that it still remains the world's most popular typesetting machine.

Let a company with almost 75 years as a leader in the graphic arts, with a wealth of experience and resources, help you determine how to make the most profitable use of hot metal or cold type . . . Linotype or Linofilm!

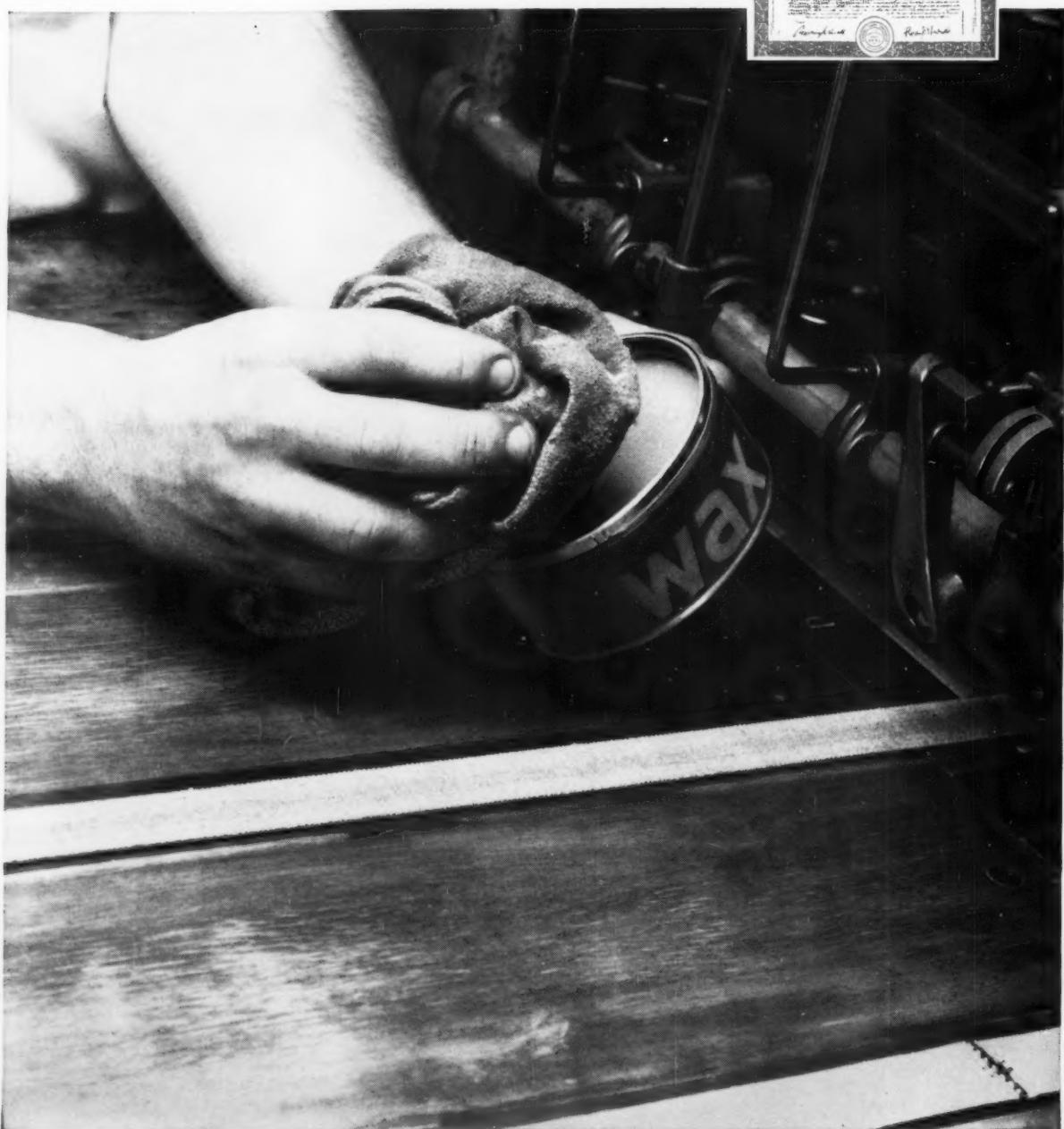
Mergenthaler Linotype Company  
29 Ryerson Street, Brooklyn, N. Y.

• LINOTYPE •

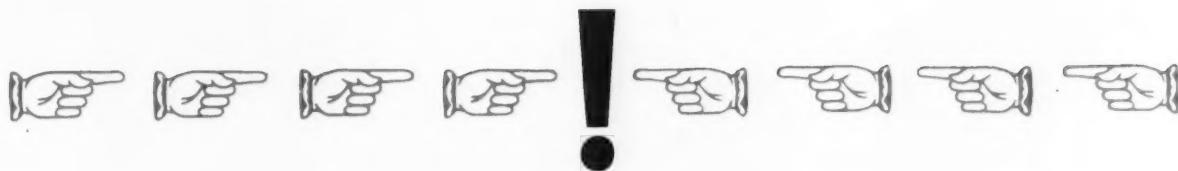
printers . . . lithographers . . .

# LET'S SWAP IDEAS!

Earn a share of Kimberly-Clark stock!



(Fig. 1)



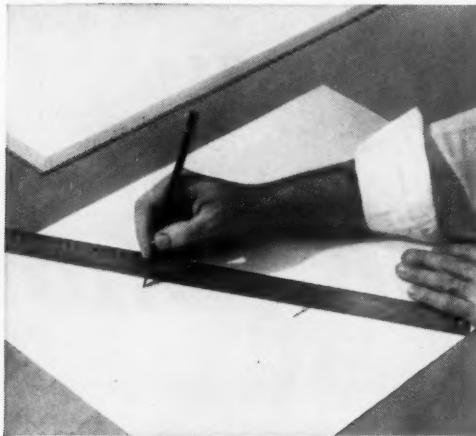
## Here's how easy it is to earn your share of stock!

No doubt, from time to time you have made some little time-or-money-saving improvement in your shop. Or in a shop where you work. Maybe it was a short cut in production, in presswork, in the way you do business. Whatever the idea, no matter how simple, it may earn a share of stock for you. All you do is write it out clearly and send it to Kimberly-Clark. No elaborate explanations are needed. However, pictures or drawings

you may have that help explain the idea are welcome.

All items become the property of Kimberly-Clark. For each idea chosen to appear in subsequent national magazine ads, a share of Kimberly-Clark stock will be awarded to the sender. In case of similar contributions, only the first received will be eligible for the stock. Decisions of the judges are final. A total of eighteen shares will be awarded.

### Ideas like these could be "stockearners"!



(Fig. 2)



(Fig. 3)

**"Waxes away" static electricity.** (Fig. 1) Static electricity can be kept to a minimum by applying any common auto wax to the flat surfaces of a letterpress, offset press or folder. A single application of the wax will last from three to six months.

**How to cut sheets to exact fractions.** (Fig. 2) When cutting paper stock in thirds, fifths, any fraction, it is impossible to measure exactly with an ordinary yardstick. However, by placing your ruler at an

angle on an easily divisible number, you can get perfect results. For example, if you want to cut a 17-inch sheet into thirds, simply angle your ruler to 18 inches, mark it at 6 and 12, and you've got it!

**Rubber stamp pad saves proofing.** (Fig. 3) It is often necessary to attach a proof of a small cut, for identification purposes, to an insertion order, receipt or layout. By simply inking the cut on an ordinary stamp pad, you can make an impression wherever you wish.

### Swap ideas with your Kimberly-Clark merchant!

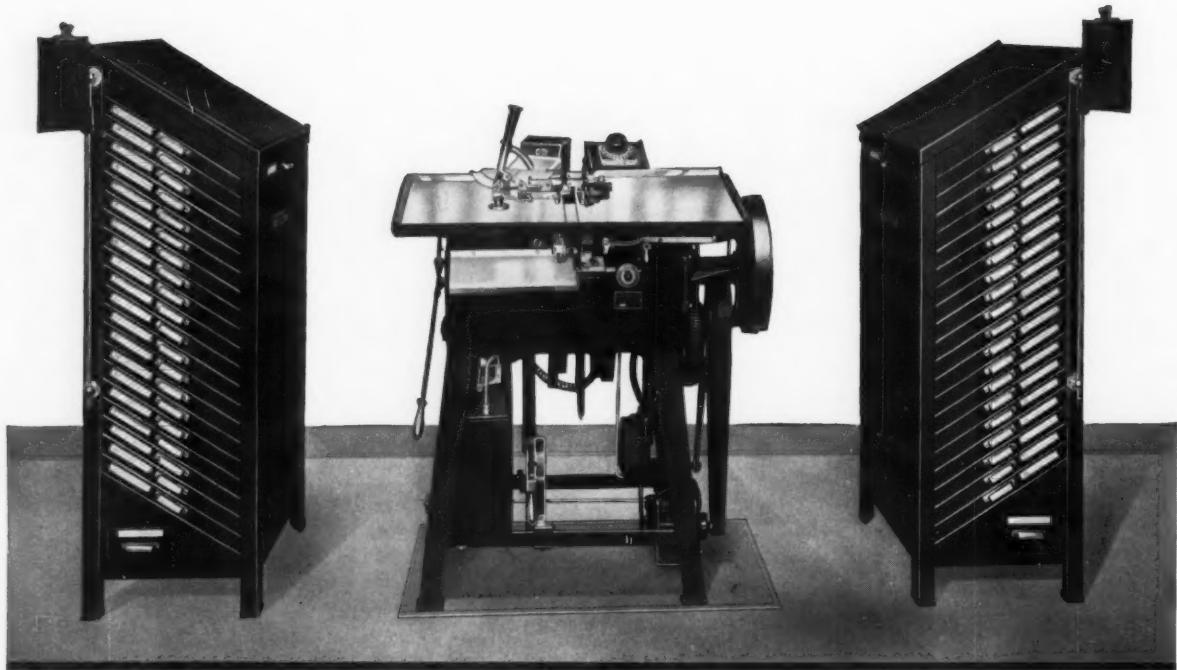
Tell him your requirements and he will help you choose the right paper for the job.

**Kimberly-Clark**  
PRINTING PAPERS

KIMBERLY-CLARK CORPORATION—NEENAH, WISCONSIN



**Don't delay... send yours, today!** Address: Idea Exchange Panel, Dept. No. IA-89, Kimberly-Clark Corp., Neenah, Wisconsin



# *See the Ludlow at the Show*

When you attend the Graphic Arts Exposition in New York this September be sure to see the Ludlow. See for yourself "Why Printers Prefer Ludlow."

Ask for a personal demonstration and learn first-hand how Ludlow will help you solve printing plant problems such as type shortages, type breakage, excessive press make-ready, press work-ups, congested floor space, multiple forms, and ruleform composition—to mention just a few.

Then you will realize why so many printing

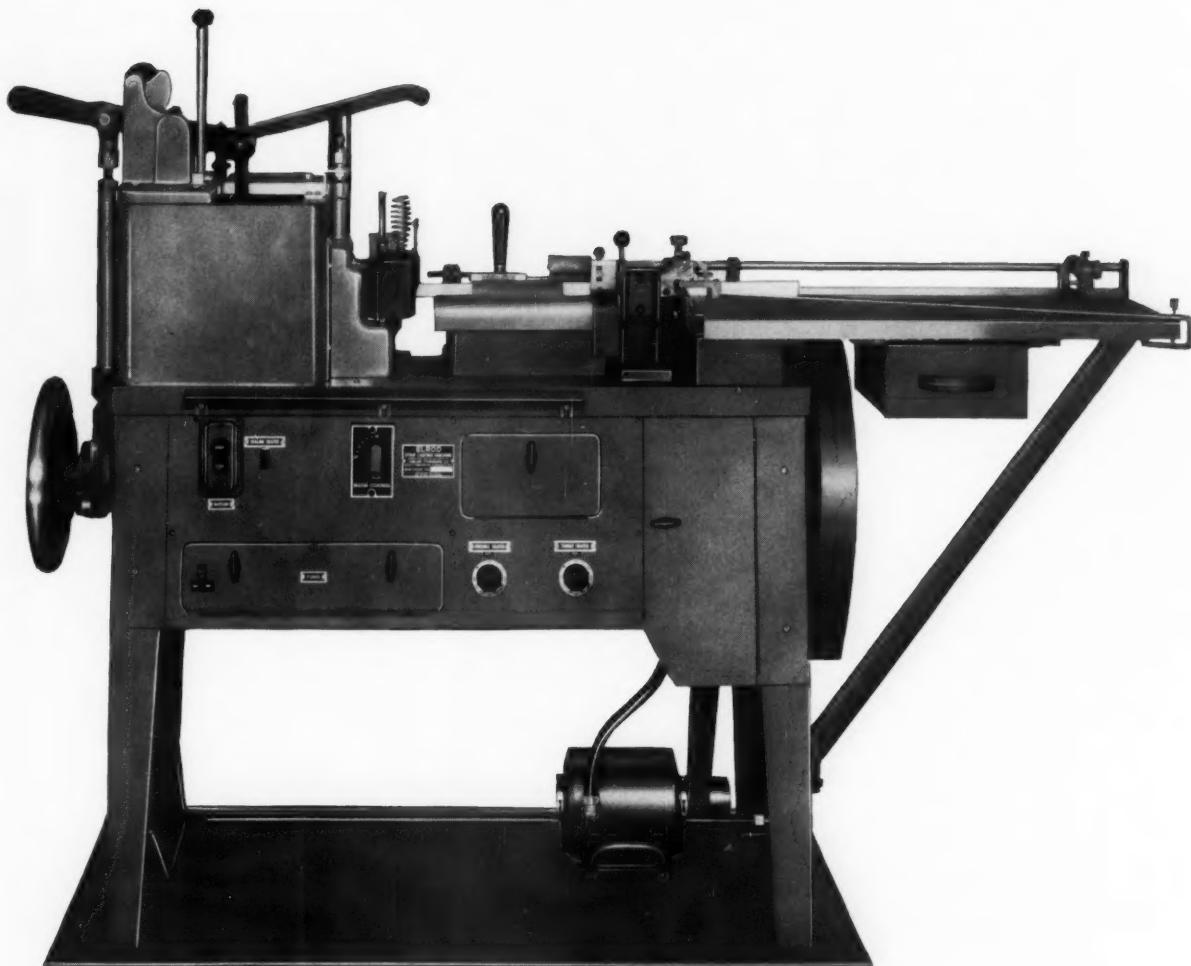
and publishing firms, specialty printers, and others have discarded the old, time-honored typesetting methods and have changed to the improved Ludlow system of all-slug composition.

**Free Booklet:** Send today for your free copy of the 32-page booklet "Some Reasons Why Printers Prefer Ludlow." It will give you a better understanding of Ludlow's contribution to efficient composing room operation. Write today and we will mail your copy before you leave for the show.

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**Ludlow Typograph Company** 2032 Clybourn Avenue, Chicago 14

Set in members of the Ludlow Tempo family



# *See the Elrod at the Show*

Make sure that your visit to the Graphic Arts Exposition includes an Elrod demonstration. Find out for yourself why 70% of all daily newspapers in the United States and Canada use Elrod.

Six different models to choose from—all designed to provide maximum production of quality strip material at low cost. Whether you operate a daily newspaper or a small commercial plant there

is an Elrod to fit your particular requirements.

The Elrod Exhibit will feature the new Elrod Self-Contained Water Cooler. See this new unit and get proof of how water pressure and temperature control problems can be eliminated.

**Free Folders:** Attractively illustrated Elrod folders are yours for the asking. Send today for your free copies.

**Ludlow Typograph Company** 2032 Clybourn Avenue, Chicago 14

Set in members of the Ludlow Tempo family



Vision

Research

Performance



THE MIEHLE COMPANY  
THE GOSS COMPANY  
THE DEXTER COMPANY  
THE LAWSON COMPANY  
MERCURY ENGINEERING CORP.

Vision... Research... Performance... and Miehle-Goss-Dexter... have special meaning for the graphic arts production executive. Special meaning in the broad range of printing, binding, paper cutting and packaging equipment; special meaning in the constant flow of new developments and, most directly, special meaning in the production performance built into each machine. Range of equipment, new developments and production performance—all demonstrating the benefits derived from the unequalled concentration at MGD of research talent, engineering facilities and manufacturing capacity. All are guided by management groups long accustomed to leadership in graphic arts production equipment.

now all these **new**  
high production, top quality,  
cost saving machines are added  
to the most complete line  
of graphic arts  
production equipment

MIEHLE	30 Letterpress Rotary 1 to 4 colors
GOSS	Suburban Web Offset Press
DEXTER	McCain Saddle-Matic
LAWSON	40" Hydraulic Clamp Cutter
MERCURY	J-4 Rotogravure Press
MIEHLE	38 Letterpress Rotary 1 to 4 colors
LAWSON	46", 52", 55" Pacemaker Cutters
DEXTER	WS Folder
MIEHLE	Lithoprint 20
GOSS	Unimag Publication Presses
DEXTER	Arm Gatherer
LAWSON	Semi-Automatic Rapid Trimmer
MERCURY	R-6 Flexographic Press
DEXTER	AS Folder
MIEHLE	54/77 Offset Press 1 to 6 colors
LAWSON	34" Regent Cutter
MIEHLE	29 Two Color Offset Press
LAWSON	Series B Drill
MIEHLE	43/60 Offset Press 1 to 6 colors
DEXTER	KS Folder
LAWSON	Automatic Indexing Drill
MIEHLE	38 Four Color Offset Press
DEXTER	Paper Sorting Machine
MIEHLE	Web/Sheet Feeder

See new MGD machines in operation—visit the largest exhibit at the 7th International Graphic Arts Exposition, September 6 to 12, New York Coliseum

**MIEHLE - GOSS - DEXTER, incorporated**  
Chicago 8, Illinois

# NOW YOU CAN DOUBLE YOUR PRODUCTION OF 2-Pt. HAIRLINE RULE

*Universal Mono-Tabular Corporation announces  
the development of a  
new twin 2-pt. hairline rule mold and slide!*

• Development of this new twin mold and slide enables you to run *two* 2-pt. hairline rules, at the same time, from a single mold . . . giving you *another* production and performance bonus from your Universal Stripcaster. Experience . . . research . . . and months of *testing* went into the development of this new twin rule mold and slide. These tests proved conclusively that uniform

temperatures can be maintained on both gas and electric casters, that production of 2-pt. hairline rules is actually *doubled*, with a product of unequalled *uniform* quality. But see for yourself at the Graphic Arts Exposition . . . Booth 138. Or just write for a sample of the 2-pt. hairline rule produced from Universal's new twin mold and slide.



## Universal Mono-Tabular Corporation

*Manufacturers of the Honig Multiple Broach  
715 N. Central Expressway • Richardson, Texas*



REPRODUCED IN 4 COLORS BY OFFSET LITHOGRAPHY ON SPRINGHILL VELLUM-BRISTOL. BASIS 67 (22 1/2 x 28 1/2). SHEET SIZE 39 x 58. PRINTED 10 UP AT 4,000 IPH.

## Give you any good ideas for fixing up your patio?

This faithful reproduction of a photograph by Paul Dome is printed on Springhill Vellum-Bristol, one of America's new *first family of fine papers* by International Paper. →



## Your good printing—on our good International Papers— can bring new products to millions in their own homes

**T**HIS INSERT, printed on new Springhill Vellum-Bristol, is proof of the beautiful results you can achieve with this 100% bleached sulphate sheet.

Notice its brilliant clean-white look. Its glare-free qualities. Its great strength. Its bulk vs. weight ratio. Then expect to be

surprised by this paper's economical price! Leading printers find that Springhill Vellum-Bristol is ideal for letterpress, offset-lithography and silk-screen printing. Now available in improved white, plus six attractive pastel colors, Springhill Vellum-Bristol is made to order for menus, covers,

die-cut cards, magazine and catalog inserts, direct-mail pieces—any job that must combine *quality, versatility and economy*.

Ask your paper merchant for samples of Springhill Vellum-Bristol and information about the other printing grades in our new *first family of fine papers*.

Fine Paper Division

**INTERNATIONAL PAPER** New York 17, N.Y.

# As the jet... outdistanced the conventional airplane.... 1959 "Gold-Mines" out-VERSATILE conventional design folders

(For Direct Mail folding up to 20x26 inches)

42 years of engineering research, devoted exclusively to "Folders," resulted this year in Patent U. S. # 2,848,219.

So . . . you now profit with . . . Tomorrow's "Gold-Mines" . . . with double the versatility at approximately yesterday's (three years ago) traditionally low, low BAUMFOLDER prices.

**Yesterday's**

**Suction-Fed 17½ x 22½ . . . 5 folds, 1 cutting-perforating unit . . . \$2385**

**Tomorrow's**

**Suction-Fed 17½ x 22½ . . . 8 folds, 2 cutting-perforating units . . . \$2585**

If you prefer the Friction Feed . . . the price is \$400 less.

The SAME INCREASED VERSATILITY (which you WILL need tomorrow) in 20x26 size at phenomenal low price . . . compared to yesterday's conventional design. The conventional design of 50 years ago is now totally obsolete for direct-mail folding.

Prices are based on manufacturing plus merchandising costs. Building ten times as many BAUMFOLDERS naturally effects manufacturing economies, which compensates largely for the ever-rising costs of the finest quality we can buy in steel, aluminum, motors, pumps, etc. etc. Labor increase notwithstanding . . . including a hefty increase September 1956 . . . again '57 . . . again '58.

Our merchandising costs are fractional . . . Our company is solely owned and operated . . . with no high-priced executives and no stockholders demanding dividends, etc., etc.

The World's finest, fastest "Gold-Mine" Folders (precision-built to 1/10th the thickness of a human hair) priced so low . . . they return your entire investment many times over, long before you pay for them, on our 40 months' pay-for-itself plan with simple interest (6% per annum on unpaid balances). Low . . . low initial payment.

We always believed Emerson who said, "If you build a better mouse trap, the world will beat a pathway to your door." . . . but shouldn't he have added, "IF YOU SELL IT FOR LESS . . . MUCH, MUCH LESS"? We always believed Charles Dickens who said, "The PRINTER is the ONLY INdispensable man." We are PROUD to serve the ONE INdispensable industry and we are humbly grateful for your total support.

Over 30,000 BAUMFOLDER "Gold-Mines" shipped in 42 years.

**RUSSELL ERNEST BAUM, INC.**

1540 WOOD STREET

PHILADELPHIA (2) PA.

Do Telephone Me (Collect) . . . . . Locust 8-4470-71-72

# AMERICA'S ONLY EXCLUSIVE BU

## 9 Different sizes . . . 14x20 to 42x55

### NEW (IN '59) SATELLITE - 17½ x 22½

The new dynamically versatile Satellite folds up to 8 parallels . . . OR folds up to 4 parallels followed by 4 more parallels at right angles.

Does multiple folding: Feeds single sheet, then cuts it apart in either the parallel section or the right-angle section so that 2, 3 or 4 folded signatures emerge from every single sheet fed . . . at lightning speed!

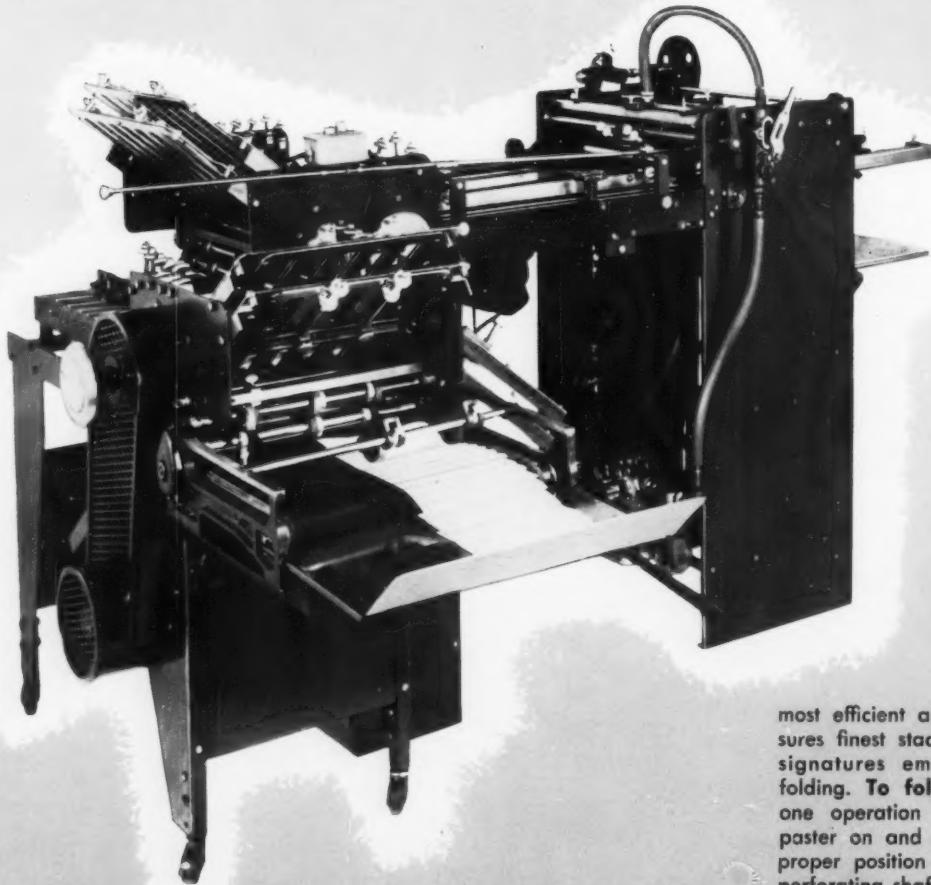
Folds, pastes and trims booklets . . . in one operation.

Patented unit construction lets you quickly hook on the second unit, either at right angles or in tandem. Right-angle

hook-up gives you 4 parallel and 4 right-angle folds in one operation. Tandem alignment gives you any number, up to 8, parallels.

Each folder unit is self-powered. Suction Pile Automatic feed also self-powered.

Multiple perforating . . . single line or multiple line, both directions at the same time . . . perforating, registering with hair-line accuracy end to end, makes it the perfect automatic perforator. So fast it makes perforating practically all profit. Perforates and delivers sheets flat or perforates and folds in one operation.



All steel rollers of patented unequalled design to handle thinnest stock. Dual adjustments of folding rollers instantly adjusts to the exact thickness of the paper passing through. All roller adjustments made from top of machine. Hardened steel bands on folding rollers are precision ground to prevent wear on roller surface. Hinged deflectors on lip of each folding plate. When fold plate is not used, the deflector drops instantly. No need to remove fold plates to insert deflectors. Micrometer scale on both

sides of every plate enables exact setting instantly. The concave-convex lip on each fold plate is one of the secrets of the inimitable accuracy of BAUMFOLDERS. Caliper—the Automatic Suction Pile Feed has world's most positive two-sheet detector. Never can a second sheet jam into a previously fed sheet. Friction Feed available—costs much less. Newly-designed register automatically carries the sheet to the side guide so it enters the folding rollers squarely. Built extra long to insure even the longest sheet completely registering snugly against the side guide. Full-width moving stacker, the

most efficient and costliest to build, insures finest stacking of several lines of signatures emerging when multiple folding. To fold, paste, and trim in one operation . . . simply drop the paster on and move the cutters to the proper position on the cutting, scoring, perforating shaft. Two shafts—note that there is a complete cutting, scoring, perforating shaft assembly after the parallel section . . . also after the Roll-Away right-angle section. Diagonal cross-carriers make possible feeding a single sheet and having several separate folded signatures emerge. The end stop, being movable, allows sheets to travel only part of usual distance and enter the right-angle section sooner, faster, giving much greater hourly production. Load about 5,000 sheets into the Pile Feeder . . . push the button . . . out will fly "liquid gold," for folding becomes your MOST PROFITABLE OPERATION.

# THE BUILDER OF FOLDING MACHINES

5 105 Different models to meet your every need

## NEW . . . 1959 . . . 20x26 "GOLD-MINE" BAUMFOLDER

ALL EXCLUSIVE PATENTED FEATURES DESCRIBED ON FACING PAGE ARE ON NEW 20x26 ALSO

It's a three right-angle, 16-page Automatic with ten folding sections! You asked for it! Now you can enjoy the greatest versatility ever offered at low cost. One small lightning-speed Automatic for the small jobs (one or more on and cut apart) to the 16-page three right-angle and/or eight parallels! A complete bindery in one small space-saving, lightning-speed Automatic.

You get eight parallel folds and/or 4 parallels, then 4 at right-angles (8-page) . . . then 2 at right-angles again (16-page) in one operation. Also 16-page three right-angle folds . . . either book or news imposition. Feeds and folds sheets as small as 4" x 6" . . . thinnest or thickest paper.

**Gangfolds!** Scoring-cutting-perforating assembly after the parallel section, also after the 8-page section, also after the 16-page section . . . enables you to fold single sheets, cut them apart after any section and have double or triple folded signatures emerge from every single sheet fed

into the Folder. It multiplies your profits.

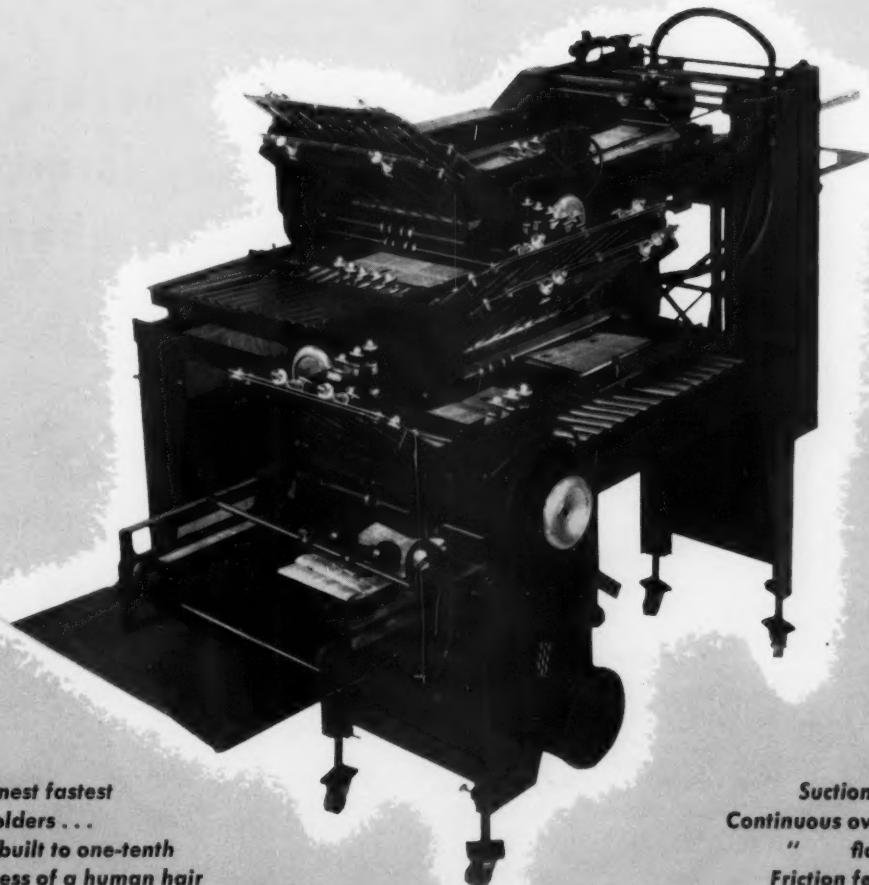
**Folds, pastes and trims . . .** and folds again for mailing all in one operation, giving you many thousand finished booklets an hour.

**Multiple Perforating:** Single lines or many lines both directions at the same time. Various styles of perforating including snapouts. Perforates and cuts apart. Perforates and folds (and when two or more on, cuts apart).

**Suction Pile Feed . . .** with two-sheet detector, absolutely preventing doubles. All metal contact, therefore, no marking of heavily-coated stock.

Our latest engineering advances assure you of hair-line accuracy, quickest settings for every job, easily accessible adjustments . . . PLUS new higher speed and spoilage conspicuous by its absence.

THANKS, GRAPHIC ARTS INDUSTRY! Your 30,000 orders made mass-production prices possible



World's finest fastest  
lifetime folders . . .  
Precision built to one-tenth  
the thickness of a human hair

Suction-pile feed shown;  
Continuous overhead available  
" flatboard "  
Friction feed also "

# The World's Greatest 39x52 Baumfolders with double production and double profit Now in New '59 sizes — 36x48 and 42x55!



PHILADELPHIA, PA.  
Dunlap Printing  
Hartman Bindery  
Cuneo Eastern Press

DENVER, COLO.  
Smith-Brooks  
Herschfield Press

SAGINAW, MICH.  
Seeman-Peters

DETROIT, MICH.  
Standard Bindery  
Commercial Bindery  
Detroit Mailing & Bindery

BOSTON, MASS.  
Court Square Press

GLENDALE, CAL.  
Griffin-Patterson

LONG PRAIRIE, ILL.  
Hart Publications

ANN ARBOR, MICH.  
Edwards Brothers

LANCASTER, PA.  
Rudisill & Co.

NEWARK, N. J.  
Brown & McEwan

ROCKVILLE, MD.  
Haynes Litho.

FREEBURG, ILL.  
Donley Co.

LANSING, MICH.  
Speaker-Hines & Thomas

BALTIMORE, MD.  
Printers Finishing  
Graphic Arts Finishing

NEW HAVEN, CONN.  
City Printing Co.

LOS ANGELES, CAL.  
Los Angeles Litho.  
Dependable Bindery  
Fashion Press  
Accurate Bindery  
Van Row Bindery

DETROIT, MICH.  
Standard Bindery  
Commercial Bindery  
Detroit Mailing & Bindery

NEWARK, N. J.  
Brown & McEwan

ROCKVILLE, MD.  
Haynes Litho.

FREEBURG, ILL.  
Donley Co.

ANN ARBOR, MICH.  
Edwards Brothers

COLLEGE PARK, MD.  
Sterling Process

ANN ARBOR, MICH.  
Edwards Brothers

PITTSBURGH, PA.  
Pittsburgh Bindery

LOUIS, MO.  
Miley Co.  
Handle Printing  
in P. Curran

SILVER CITY, CAL.  
M. L. Litho.

AVANA, CUBA  
M. A. Gonzalez

KUTZTOWN, PA.  
Kutztown Publish

ISBURG, PA.  
Telegraph Press

OKLAHOMA CITY,  
American Bond Prtg.

S. CITY, MO.  
Printers Inc.

TTSBURGH, PA.  
Pittsburgh Bindery

BLADENSBURG, IND.  
Metropolitan Litho. Co.

KUTZTOWN, PA.  
Kutztown Publishing

CINCINNATI, OHIO  
Macke Bros. Bindery  
Martin Young & Son  
Clem Macke Bindery

RUTHERFORD, N. J.  
Rutherford Press

BIRMINGHAM, ALA.  
Roberts & Son

ST. LOUIS, MO.  
Donley Co.  
Mendle Printing  
Con P. Curran

BOSTON, MASS.  
Court Square Press

DETROIT, MICH.  
Standard Bindery  
Commercial Bindery  
Detroit Mailing & Bindery

RUTHERFORD, N. J.  
Rutherford Press

BURLINGTON, VERMONT  
Lane Press

CULVER CITY, CAL.  
Kerr Litho.

DALLAS, TEXAS  
Abco, Inc.

CHICAGO, ILL.  
Carl Gorr Color Card  
Franks Bindery  
Segerdahl-Halford Ptg.  
Reliable Bindery Co.  
Jackson Press

INDIANAPOLIS, IND.  
H & H Bookbinding  
Bookwalter Co.

HARRISBURG, PA.  
Telegraph Press

DENVER, COLO.  
Smith-Brooks  
Herschfield Press

SAN FRANCISCO, CAL.  
B. B. Cardoza Co.  
Dependable Bindery

BURLINGTON, VERMONT  
Lane Press

WASHINGTON, D. C.  
Reliable Bindery  
Federal Litho.  
McArdle Printing Co.  
National Publishing  
Craftsmen Press

SEATTLE, WASH.  
Craftsmen's Press  
Farwest Litho.

NEW HAVEN, CONN.  
City Printing Co.

INDIANAPOLIS, IND.  
H & H Bookbinding  
Bookwalter Co.

SEATTLE  
Craftsmen  
Farwest

SAGINAW, MICH.  
Seeman-Peters

PHILADELPHIA, PA.  
Dunlap Printing  
Hartman Bindery  
Cuneo Eastern Press

TOPEKA, KANSAS  
Hall Litho.

TOPEKA, KANSAS  
Hall Litho.

OKLAHOMA CITY, OKLA.  
American Bond Prtg.

COLLEGE PARK, MD.  
Sterling Process

INDIANAPOLIS, IND.  
H & H Bookbinding  
Bookwalter Co.

HARRISBURG, PA.  
Telegraph Press

DENVER, COLO.  
Smith-Brooks  
Herschfield Press

SAN FRANCISCO, CAL.  
B. B. Cardoza Co.  
Dependable Bindery

BURLINGTON, VERMONT  
Lane Press

WASHINGON, D. C.  
Reliable Bindery  
Federal Litho.  
McArdle Printing Co.  
National Publishing  
Craftsmen Press

SEATTLE, WASH.  
Craftsmen's Press  
Farwest Litho.

NEW HAVEN, CONN.  
City Printing Co.

INDIANAPOLIS, IND.  
H & H Bookbinding  
Bookwalter Co.

SEATTLE  
Craftsmen  
Farwest

DALLAS, TEXAS  
Abco, Inc.

# YOU WILL NEVER GO BACK TO OLD- FASHIONED GUMMED PAPERS ONCE YOU TRY NASHUA DAVAC\*!



MR. DUANE T. PATTERSON, PARTNER, PATTERSON-WRIGHT COMPANY, TOPEKA, KANSAS SAYS: "DAVAC GIVES YOU PRINTING RESULTS IMPOSSIBLE TO GET WITH CONVENTIONAL GUMMED PAPERS!"

When you print DAVAC, you get results no ordinary gummed paper can give you. DAVAC has a mill-perfect printing surface—undisturbed by breaking or stack calendering. Result? Less ink consumption...even ink lay...perfect reproduction.

But that's not all! Nashua DAVAC updates your whole label printing operation...obsoletes conventional gummed stock. DAVAC's matte-like adhesive—developed by Nashua Corporation—lets the paper "breathe," thus prevents curl. DAVAC stays

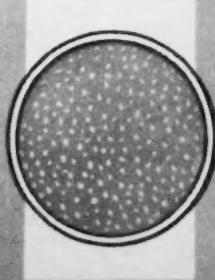
as flat as bond...prints as easily...stores safely...ends customers' curl complaints.

Throughout the country, printers like Mr. Patterson use DAVAC...and endorse it. Many use nothing else on label jobs! A trial run will show you why.

Have your Nashua distributor (he's listed on the back of this insert) give you sample sheets, and full information about modern DAVAC—the original balanced gummed paper!

\*DAvac Reg. U.S. Pat. Off. #2793966

**Microscopic beads of adhesive let DAVAC paper "breathe," thus prevent curl. Matte-like adhesive finish takes ink beautifully when labels must be printed on the adhesive side.**



First with the finest in adhesive papers

**NASHUA**  
Corporation

# This is the adhesive side of **DAVAC** gummed paper!

Note the crisp, sharp printing. DAVAC'S matte-like adhesive is excellent for look-through labels, window stickers, other reverse-side jobs. DAVAC is available through the fine paper merchants listed below. Ask for trial-run sample sheets.

AKRON, OHIO Alling and Cory Company Millcraft Paper Company	CONCORD, NEW HAMPSHIRE John Carter and Company, Inc.	JAMESTOWN, NEW YORK Millcraft Paper Company	NEW YORK, NEW YORK Alling and Cory Company Miller & Wright Paper Company	SAN FRANCISCO, CALIFORNIA Bonestell Paper Company Carpenter Paper Company
ALBANY, NEW YORK Hudson Valley Paper Company	DALLAS, TEXAS Carpenter Paper Company	KANSAS CITY, MISSOURI Carpenter Paper Company	HARRY ELLIS PAPER COMPANY Linde-Lathrop Paper Co., Inc.	SAVANNAH, GEORGIA The Atlantic Paper Company
ALBUQUERQUE, NEW MEXICO Carpenter Paper Company	DAYTON, OHIO Central Ohio Paper Company	KNOXVILLE, TENNESSEE Dillard Paper Company	Geo. W. Millar and Co., Inc. Whitaker Paper Company	SEATTLE, WASHINGTON Carpenter Paper Company West Coast Paper Company
ALEXANDRIA, LOUISIANA Louisiana Paper Company, Ltd.	DENVER, COLORADO Carpenter Paper Company	LINCOLN, NEBRASKA Carpenter Paper Company	NORFOLK, VIRGINIA Old Dominion Paper Company	SHREVEPORT, LOUISIANA Louisiana Paper Company, Ltd.
ATLANTA, GEORGIA Sloan Paper Company Whitaker Paper Company	DES MOINES, IOWA Carpenter Paper Company	LITTLE ROCK, ARKANSAS Roach Paper Company	ODGEN, UTAH Carpenter Paper Company	SIOUX CITY, IOWA Carpenter Paper Company
AUGUSTA, MAINE Carter Rice Storrs & Bement	DETROIT, MICHIGAN Seaman-Patrick Paper Company Whitaker Paper Company	LONGVIEW, TEXAS Etex Paper Company	OKLAHOMA CITY, OKLAHOMA Carpenter Paper Company	SIOUX FALLS, SOUTH DAKOTA John Leslie Paper Company
AUSTIN, TEXAS Carpenter Paper Company	EAST HARTFORD, CONNECTICUT Carter Rice Storrs & Bement	LOS ANGELES, CALIFORNIA Carpenter Paper Company Ingram Paper Company	OMAHA, NEBRASKA Carpenter Paper Company	SPOKANE, WASHINGTON Independent Paper Company
BALTIMORE, MARYLAND Whitaker Paper Company White Rose Paper Company	EL PASO, TEXAS Carpenter Paper Company	LOUISVILLE, KENTUCKY Rowland Paper Company	ORLANDO, FLORIDA Central Paper Company	SPRINGFIELD, MASSACHUSETTS Carter Rice Storrs & Bement
BATON ROUGE, LOUISIANA Louisiana Paper Company, Ltd.	FARGO, NORTH DAKOTA John Leslie Paper Company	LUBBOCK, TEXAS Carpenter Paper Company	PHILADELPHIA, PENNSYLVANIA Rhodes Paper Company Whiting Patterson Company	SYRACUSE, NEW YORK Alling and Cory Company
BILLINGS, MONTANA Carpenter Paper Company	FORT WAYNE, INDIANA Millcraft Paper Company Taylor Martin Papers, Inc.	LYNCHBURG, VIRGINIA Caskie Paper Company, Inc.	PITTSBURGH, PENNSYLVANIA Alling and Cory Company Whitaker Paper Company	TACOMA, WASHINGTON Allied Paper Company, Inc.
BIRMINGHAM, ALABAMA Sloan Paper Company	FORT WORTH, TEXAS Carpenter Paper Company	MACON, GEORGIA Macon Paper Company	POCATELLO, IDAHO Carpenter Paper Company	TALLAHASSEE, FLORIDA Capital Paper Company
BOSTON, MASSACHUSETTS Carter Rice Storrs & Bement John Carter Company	GLouceSTER CITY, NEW JERSEY Rhodes Paper Company	MEMPHIS, TENNESSEE Tayloe Paper Company	PORTLAND, OREGON Carter Rice and Company	TAMPA, FLORIDA Tampa Paper Company
BRISTOL, VIRGINIA Dillard Paper Company	GRAND ISLAND, NEBRASKA Carpenter Paper Company	MERIDIAN, MISSISSIPPI Newell Paper Company	PROVIDENCE, RHODE ISLAND Carter Rice Storrs & Bement John Carter and Company, Inc.	TEXARKANA, TEXAS Louisiana Paper Company, Ltd.
BUFFALO, NEW YORK Alling and Cory Company	GRAND RAPIDS, MICHIGAN Carpenter Paper Company	MIAMI, FLORIDA Everglade Paper Company	PUEBLO, COLORADO Carpenter Paper Company	TOLEDO, OHIO Central Ohio Paper Company Millcraft Paper Company
CHARLESTON, WEST VIRGINIA Central Ohio Paper Company	GREAT FALLS, MONTANA Carpenter Paper Company John Leslie Paper Company	MILWAUKEE, WISCONSIN Dwight Bros. Company	RALEIGH, NORTH CAROLINA Raleigh Paper Company	TOPEKA, KANSAS Carpenter Paper Company
CHARLOTTE, NORTH CAROLINA Charlotte Paper Company Dillard Paper Company	GREENSBORO, NORTH CAROLINA Dillard Paper Company	MINNEAPOLIS, MINNESOTA Carpenter Paper Company John Leslie Paper Company	RICHMOND, VIRGINIA Richmond Paper Company	TYLER, TEXAS Etex Paper Company
CHICAGO, ILLINOIS Bradner Smith and Company Carpenter Paper Company Dwight Bros. Paper Company	GREENVILLE, SOUTH CAROLINA Dillard Paper Company	MISSOULA, MONTANA Carpenter Paper Company	ROANOKE, VIRGINIA Dillard Paper Company	UTICA, NEW YORK Alling and Cory Company
CINCINNATI, OHIO Chatfield Paper Corporation Whitaker Paper Company	HARLINGEN, TEXAS Carpenter Paper Company	MOBILE, ALABAMA Partin Paper Company	ROCHESTER, NEW YORK Alling and Cory Company	WASHINGTON, D. C. Whitaker Paper Company
CLEVELAND, OHIO Alling and Cory Company Millcraft Paper Company	HARRISBURG, PENNSYLVANIA Alling and Cory Company	MONTROE, LOUISIANA Louisiana Paper Company, Ltd.	ST. LOUIS MISSOURI Acme Paper Company Beacon Paper Company	WICHITA, KANSAS Southwest Paper Company
COLUMBIA, SOUTH CAROLINA Dillard Paper Company Palmetto Paper Company	HARTFORD, CONNECTICUT John Carter and Company	NASHVILLE, TENNESSEE Bond-Sanders Paper Company	ST. PAUL, MINNESOTA Carpenter Paper Company John Leslie Paper Company	WILMINGTON, DELAWARE Whiting-Patterson Company
COLUMBUS, OHIO Central Ohio Paper Company	HOUSTON, TEXAS Carpenter Paper Company	NEWARK, NEW JERSEY Central Paper Company	SALT LAKE CITY, UTAH Carpenter Paper Company	WILMINGTON, NORTH CAROLINA Dillard Paper Company
	INDIANAPOLIS, INDIANA Indiana Paper Company	NEW HAVEN, CONNECTICUT John Carter Company	SAN ANTONIO, TEXAS Carpenter Paper Company	WORCESTER, MASSACHUSETTS Carter Rice Storrs & Bement
	JACKSON, MISSISSIPPI Jackson Paper Company	JACKSONVILLE, FLORIDA Jacksonville Paper Company		
		NEW ORLEANS, LOUISIANA D and W Paper Company, Inc.		

There is only one **DAVAC** order it by name!

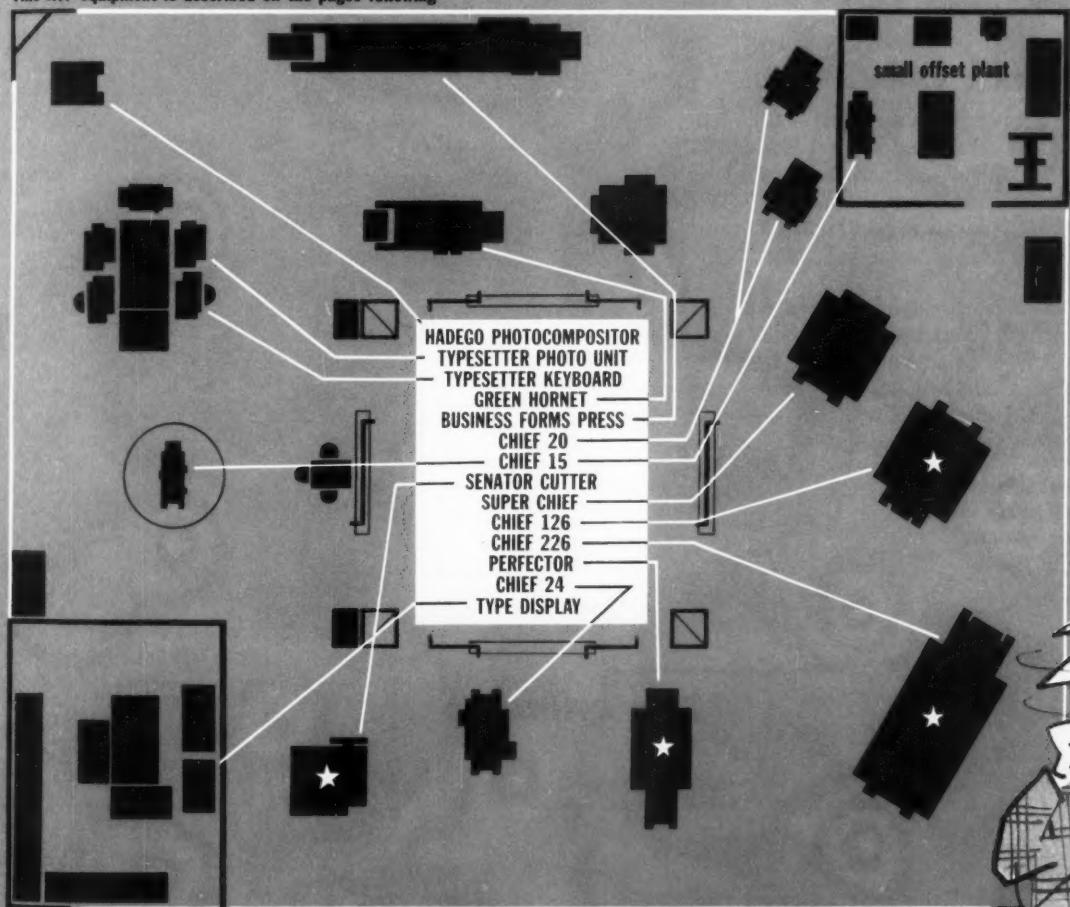


AMERICAN TYPE FOUNDERS

## EXPOSITION GUIDE ISSUE

ELIZABETH, NEW JERSEY

This ATF equipment is described on the pages following



Graphic Arts  
Exposition  
**WHAT  
TO  
LOOK  
FOR...**

Here's your preview and guide to the popular line of ATF printing equipment

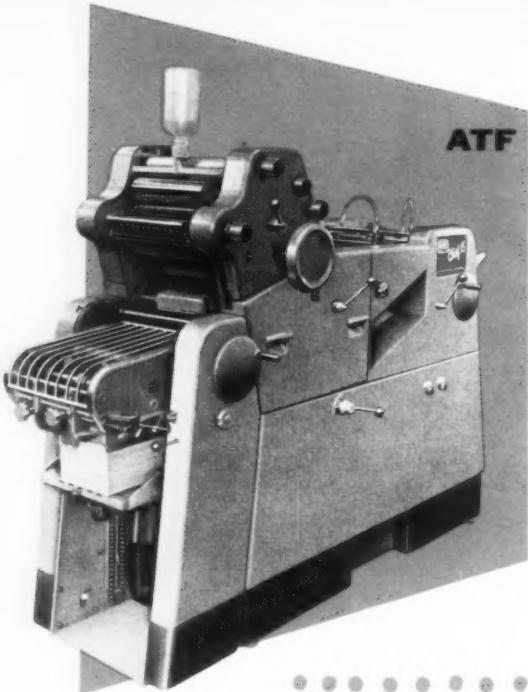
that will be demonstrated at the New York Coliseum,

September 6-12.

Chart outlines our exhibit and shows exactly where to find the equipment  
which most interests you.

Each item is keyed to photographs with brief descriptions shown on  
pages following.

 **brand new!**



### ATF CHIEF 15

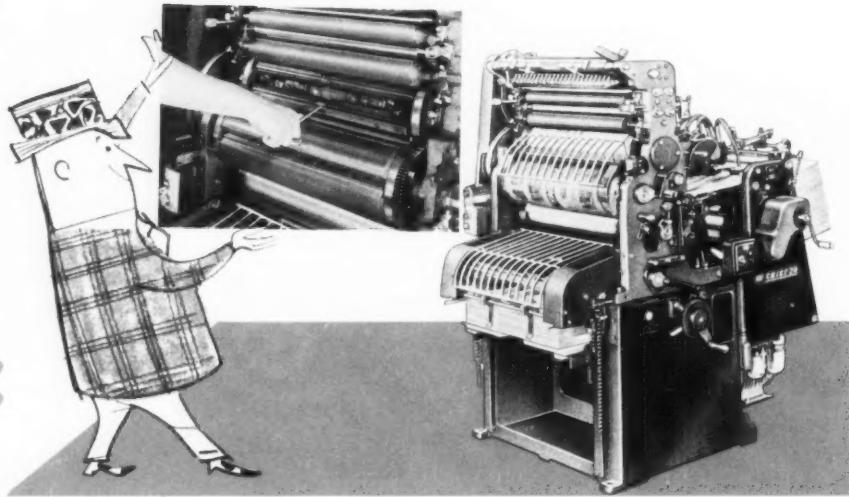
Have a good look at the popular ATF Chief 15 when you stop at our exhibit. Although it is basically in the "duplicator" size range, this 11x15" offset press provides many "big press" construction features which save time and assure quality reproduction. *Not surprising* is the large number of Chief 15's going into small shops starting offset departments. *Surprising* is the number of plants with much larger offset equipment which are adding Chief 15's... for "good profits on jobs that we formerly had to turn down," as one user expressed it.

*A complete commercial offset printing plant will be operating at the ATF exhibit...featuring the Chief 15.*



### ATF CHIEF 20

For simplicity of operation, no other press in its size range can match the Chief 20. No other offset job press can beat it for dependable performance on so many different types of jobs. You'll like the quick lock-up clamp which lets you make plate changes in less than a minute. You can use a variety of plates...zinc, presensitized, paper, plastic, etc. Ask to see all the features that make run-of-the-shop jobs a cinch for the Chief 20.



### ATF CHIEF 24



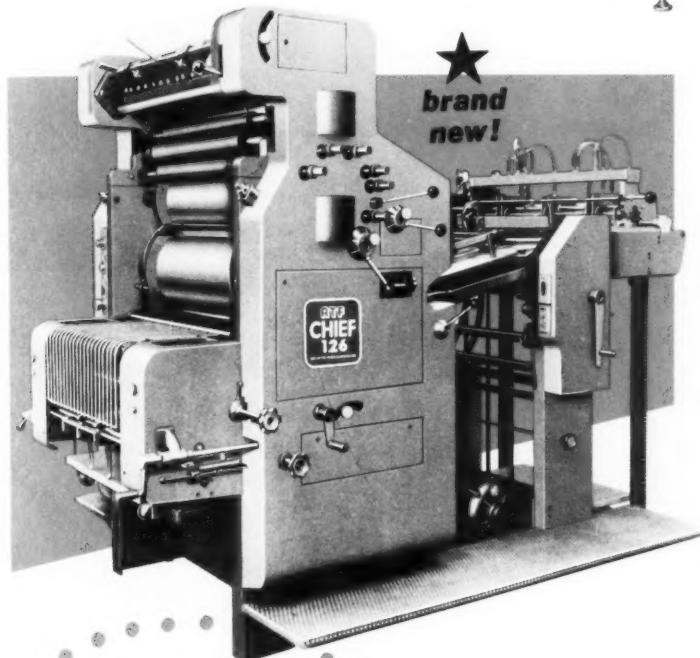
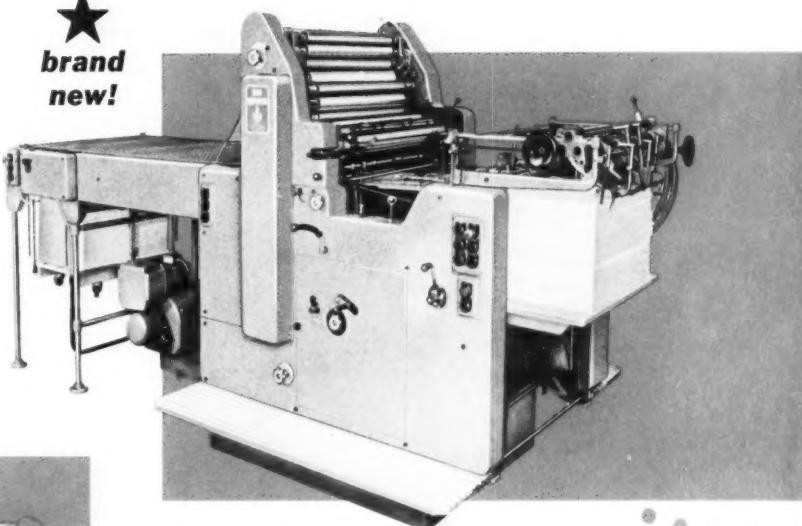
Rapidly increasing popularity of the compact ATF Chief 24 stems from its ability to satisfactorily print, quickly and economically, the most popular commercial sizes: 8½x11" four-up with full bleed and room to spare; 9x12" four-up; and 6x9" eight-up. New sheet detectors, located close to the head stops, check the sheet  $\frac{1}{4}$ " from the gripper edge. A crooked or late sheet will automatically trip the press—yet the sheet will be delivered, unprinted and uncounted, to the delivery pile for removal. *You'll see this and other outstanding features demonstrated when you visit our exhibit at the Show.*

## ATF-SOLNA 24" PERFECTOR

Produces up to 12,000 impressions per hour.

What a profit potential you have in this brand new ATF-Solna 24" Perfector—an offset press that prints both sides of the sheet at once, at speeds up to 6,000 per hour (the equivalent of *double* that amount on a non-perfectoring press!). You'll have great success with this press on such jobs as letters, sales literature, short-run editions of books or directories. It prints one color on both sides of sheets up to 18x24½"—the same color or a different one on each side.

★  
brand  
new!



## ATF CHIEF 226

Don't miss seeing **THIS** press!

The Chief 226 is the first and *only* 20x26" two-color offset press on the market... and opens new opportunities for profitable color printing, including process work. *Speedy?* The Chief 226 operates at speeds up to 8,500 sheets per hour which is the equivalent of 17,000 IPH for a single color press! The Chief 226 handles the same sheet sizes and prints with the same complete coverage as the Chief 126. New cam-controlled swing arm feed mechanism provides positive sheet control for hairline register. Stream feeder sets new standards for efficiency and ease of adjustments. Four ink form rollers and two dampener form rollers are all adjustable from outside the press frame. Suction slow-down rollers provide full sheet control in the delivery at the high operating speeds of this press. A fast rise mechanism reduces time required to change delivery trucks. Also, all of the other features of the Chief 126 are included in the 226.

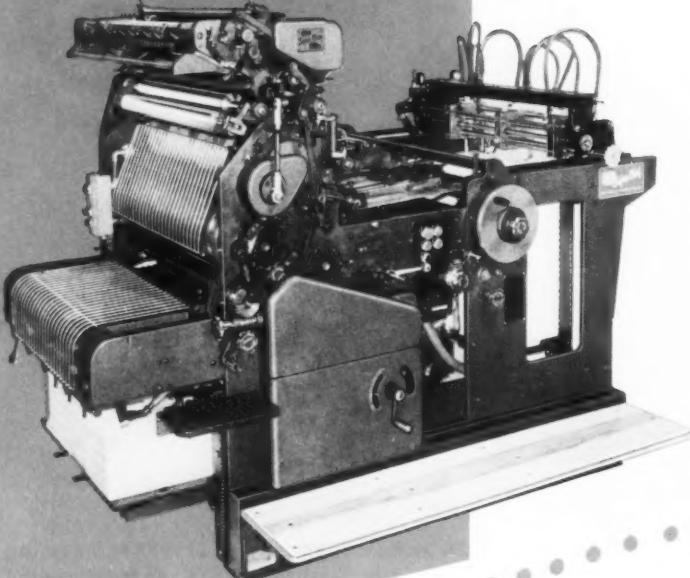
## ATF CHIEF 126

8,500 impressions per hour! That's the operating speed of the Chief 126. When you look it over at the Coliseum, you'll see why this versatile press is the talk of the industry. The Chief 126 takes sheets up to 20x26", with a maximum printing area of 19½x25½" (thus permitting 9x12" bleed work four-up, with room to spare). Feeder is double-loading floor type. Swing-arm mechanism insures hairline register even when feeding at high speeds and during long runs. Ink and dampener form roller settings are made from outside press frame. *Wait until you see this all-new high speed press.*

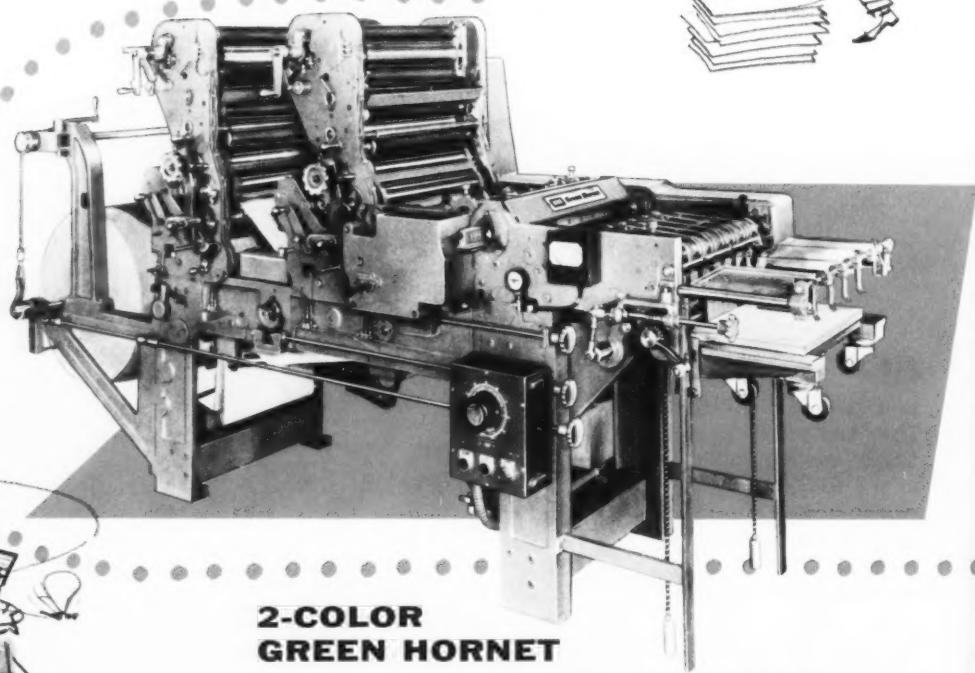
★  
brand  
new!



## ATF SUPER CHIEF



Speeds ranging from 3,000 to 7,000 IPH... capacity for a wide range of sheet weights and sizes...make this deluxe 23x30" offset press one of the most versatile in any shop. It is compact...features a combination sheet and stream feeder for maximum flexibility, a sheet blow-down for better control of sheets delivered at high speeds, pull side guides with double register wheels and all the other advantages which make ATF Chief Offset Presses so easy to operate and so profitable to own.



## 2-COLOR GREEN HORNET

Two colors on one side...one color on each side (or two colors on both sides of a half-width web)—at 30,000 sheets per hour! This 11x17" web offset press "eats up" standard-size printing jobs. Such pieces as: advertising folders, direct mail letters, letterheads, place mats, shopping guides, simple business forms, instruction sheets, menus, programs, package inserts and catalogs. You print from *rolls* of paper...any uncoated stock suitable for offset, from 12 lb. bond to 80 lb. When printing on one side only, stock up to .007" thick may be used because the web of paper travels straight through the two printing units. Reloading is fast and easy. On typical 8½x11" two-color jobs, you can slash basic costs from 25 to 75%. The ATF Green Hornet is also available in three and four-color models. Ask about them at the ATF exhibit.

## ATF WEB-FED PRESSES

### ATF Business Forms Press

High printing speeds, plus open, accessible structure for easy operation...are featured by ATF-Webendorfer Business Forms Presses. All operations are handled from floor level. All controls are in easy reach for fast, simple adjustments. The presses are available with either offset or rubber plate printing units—or a combination of both. A variable-size rubber plate forms press is available, with 14" to 26" circumferences by 26½" web width. In the ATF Zig Zag Cylinder Folder (optional), the paper is under positive control at all times to insure accurate, straight folded packs. One of these presses will be demonstrated at the ATF exhibit.



### ATF Publication Press

With flexible ATF publication presses—you can handle many color combinations and signature sizes. Special features of this press spell out high production on a variety of jobs: newspapers, magazines, catalogs, books. This press will not be shown at the Exposition. But we have arranged a special display panel at the ATF exhibit to give you the details.

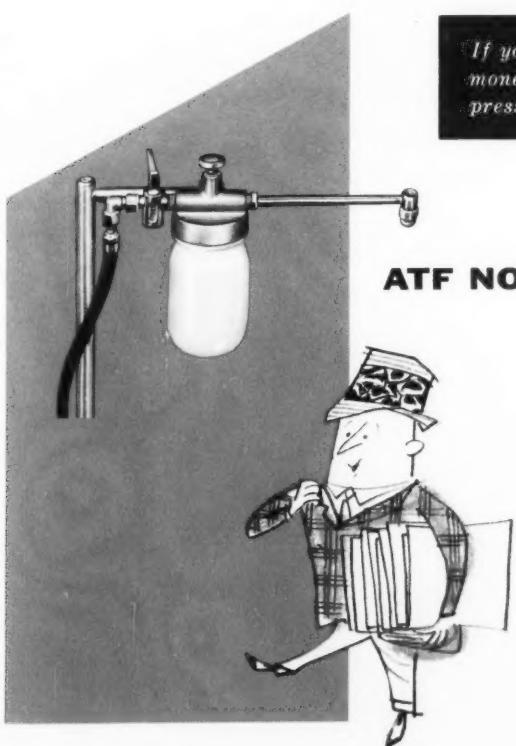
*If you operate rotogravure presses, be sure to see the money-making, money-saving ATF Rotogravure Cylinder Proof Press that frees presses for full time production runs.*

## ATF NON-OFFSET EQUIPMENT

Liquid or powder—you get the same positive non-offset control with either ATF Flo-Mix or Liqua-Spra systems. Both of these units let you run more sheets per pile; simplify handling of varnish, gloss ink and metallic ink jobs; speed jogging and binding operations.

**ATF Flo-Mix Dry Powder Units:** operate with very low air pressure...patented powder agitation system insures uniform spray.

**ATF Liqua-Spra Units:** genuine air cleaner...low pressure head...individual tripping groups...fingertip control...entirely corrosion free.



★ **brand new!**

## **LOW-COST ATF SENATOR CUTTER WITH ELECTRONIC SPACING**



**Many printers** who may not have previously considered a *cutter-with-spacer* will now be able to have a completely modern cutting operation for the first time. The ATF Senator is offered in three models: 32 (32 1/4"); 42 (41 3/4"); and 52 (52"). *All three are available with simplified electronic spacing.* Field tests have shown that the ATF Senator's precision spacing is accurate to within .002 inch. The spacer is set very quickly and easily, and controls the back gauge electronically by signals which are push button recorded on magnetic tape. All controls are on a single panel. The cutter is easily handled by any qualified operator after brief instruction.

*In New York, ask about a fourth model of the ATF Senator Cutter to be unveiled in the next few months.*



### **ATF TYPESETTER**

For setting text and tabular matter photomechanically at low cost there's nothing like the ATF Typesetter. This system consists of two compact, easy-to-operate machines: a Keyboard Unit and a Photographic Unit. The end product is positive film or photographic paper ready for use in making offset, letterpress or gravure plates. Use it to turn out text matter for advertising, catalogs, newspapers, books, price lists,

statistical material. Copy is typed on the Keyboard Unit which produces a perforated tape with justification coded in. The tape automatically operates the Photographic Unit. A wide variety of type faces is currently available, and new ones are being added constantly.

*See for yourself how easily and simply you can set text and tabular copy with the ATF Typesetter.*



**ATF** *new* **ATF**

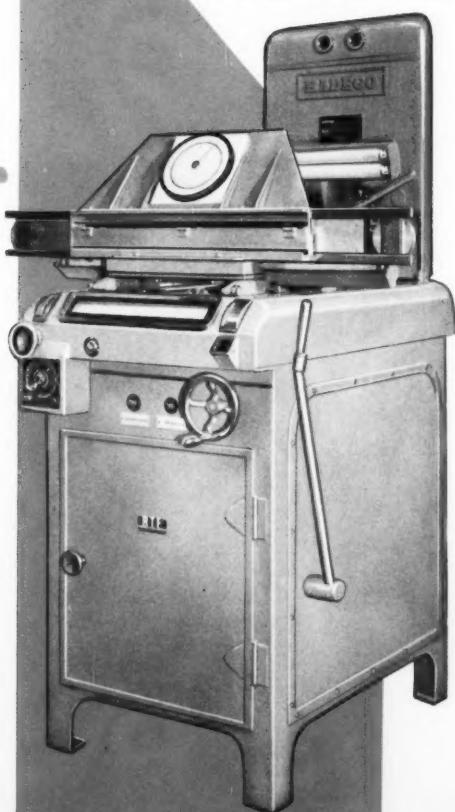
## ATF FOUNDRY TYPE

Modern typographic design is the theme of ATF's Foundry Type Division display—emphasizing design *with* type as well as design *of* type. You will see outstanding specimens showing many of ATF's faces in use...in brochures, direct mail pieces, advertisements, magazines and other forms of printed communications. The newest ATF type faces, such as Craw Modern and Craw Modern Bold, will play an important role; but the "old faithfuls" also will be well represented. The infinite care and craftsmanship which go into the design and manufacture of ATF's Foundry Type will be shown, step-by-step—dramatic proof of the superiority of products from the world's largest type foundry.

Craw Modern  
Craw Modern Bold  
Craw Clarendon Book  
Craw Clarendon



## ATF-HADEGO PHOTOTYPESETTING MACHINE



Companion piece to the ATF Typesetter, the ATF-Hadego Phototypesetting Machine is a photographic system ideal for setting display, headlines, borders, etc. In common with the Typesetter, it is also low in initial cost, simple to operate and is capable of producing highest quality composition. A single font of matrices gives you a complete range of sizes—from 4 to 34 points, or from 10 to 82 points. Over 150 different type faces are available...and mats can be supplied "right reading" or "reversed image".

*The ATF-Hadego Phototypesetting Machine and the ATF Typesetter make a great team. See them both in action.*





If you are unable to attend the Graphic Arts Exposition in New York we will gladly send you detailed information and specifications on the new ATF Chief 238 and any, or all, of the ATF equipment displayed.

Simply write American Type Founders at any of the following addresses:



American Type Founders · 200 Elmora Avenue · Elizabeth, N. J.

#### Branches

ATLANTA, GEORGIA · 728 Spring Street N.W.  
 BOSTON 10, MASSACHUSETTS · 273-285 Congress Street  
 CHICAGO 6, ILLINOIS · 519 West Monroe Street  
 CINCINNATI, OHIO · 20 East 9th Street  
 CLEVELAND 14, OHIO · 1530 East 19th Street  
 DALLAS 2, TEXAS · 604 South Akard Street  
 LOS ANGELES 15, CALIFORNIA · 1314 West Ninth Street  
 NEW YORK 14, NEW YORK · 200 Varick Street  
 PHILADELPHIA 7, PENNSYLVANIA · 207-209 North Broad Street  
 SAN FRANCISCO 2, CALIFORNIA · 360 Golden Gate Avenue  
 ST. LOUIS 3, MISSOURI · 1931 Washington Avenue

Trinity 3-1663  
 Liberty 2-8625  
 Franklin 2-1188  
 Cherry 1-2037  
 Main 1-1787  
 Riverside 2-8701  
 Dunkirk 5-2173  
 Oregon 5-8910  
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 Graystone 4-0262  
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#### In the Rocky Mountain States:

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 DENVER, COLORADO · 1443 Blake Street  
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 PHOENIX, ARIZONA · 1828 West Jefferson Street  
 SALT LAKE CITY, UTAH · 246 West First South Street  
 EL PASO, TEXAS · 416 North El Paso Street

Tabor 5-8251  
 Chapel 3-9581  
 Alpine 2-3905  
 Elgin 9-7641  
 Keystone 3-1780

## A legend comes to life on latex coated paper

One afternoon in October 1932, Babe Ruth hit another home run. It became a baseball legend. Why? Because of the gesture that preceded the hit. He predicted his performance and delivered. Today you can predict printing performance when you specify latex coated printing papers. For reasons why, turn the page.





## **Performance counts...in sports and in printing**

The fans were critical.

When Babe swung completely around on the second strike the boos mounted to a roar. As the ball sailed out of the park after the third pitch, the jeers turned to cheers. The Babe proved he could still deliver.

Today, printing buyers are critical too. They demand and expect sharp, clear reproduction every time. And that's why more printers than ever are specifying papers coated with Dow Latex for their finest printing jobs.

These papers offer improved dimensional stability, controlled ink receptivity and reduced water sensitivity. The result is high quality stock for sharper printing and fracture-free folding . . . all at reasonable cost. For more detailed information on paper coated with Dow Latex, check your paper supplier or write THE DOW CHEMICAL COMPANY, Midland, Michigan, Coatings Sales Dept. 2326.



*This four color 150 line screen reproduction is printed on 100 lb. Offset Enamel.*

**THE DOW CHEMICAL COMPANY • MIDLAND, MICHIGAN**

# AUTOMATIC

Can Solve Your  
**Paper Handling  
Problems.**



Heavy skid loads of paper positioned with time-saving precision by Automatic Hand Lift Truck. Ideal choice for shorthaul, intermittent service.



High-stacking Automatic Docker with paper roll clamp conserves storage space by stacking rolls four-high.

Automatic's Transporter platform stacker accurately spots paper roll at press...gets presses rolling minutes faster.



## Automatic Electric Trucks Stretch Storage Space...Shrink Handling Costs...Save Time

However specialized your paper-handling operations may be, there's an Automatic Electric-Driven Industrial Truck to do the job. Over 200 standard models are available, and special attachments add even further versatility to performance.

Shown here are three typical paper-handling problems solved by Automatic trucks. These examples suggest just a few of the many ways Automatic trucks can and do improve handling efficiency, cut costs, and increase capacity of existing storage areas.

For help in selecting the truck model best suited to your job requirements, call on your Automatic representative. He is an experienced materials-handling engineer, with a keen desire to be of service to you.

The truck you choose can be leased or purchased on convenient budget terms. But get the entire story...fill out the coupon and mail it today.

*For Advanced Materials Handling—At Less Cost to You*

Please send me, as quickly as possible, your new  
Industrial Truck Selector Guide.

M-9

Name \_\_\_\_\_ Title \_\_\_\_\_

Firm Name \_\_\_\_\_

Address \_\_\_\_\_

City & Zone \_\_\_\_\_ State \_\_\_\_\_

Electric  
**Automatic**  
Industrial Trucks

**AUTOMATIC  
TRANSPORTATION COMPANY**

Division of the Yale & Towne Manufacturing Company

81 West 87th Street, Dept. M-9, Chicago 20, Illinois  
WORLD'S LARGEST EXCLUSIVE BUILDER OF ELECTRIC-DRIVEN INDUSTRIAL TRUCKS

# BERGSTROM THOR

helps you to help your customers  
close more sales — faster! easier!

Close register, full-color halftones, with screen or solid tone backgrounds, reproduce with exceptional lifelike clarity on Bergstrom's THOR . . . the offset paper that puts extra "sell" into printed literature! Why? Because mellow deinked bookstock, blended with virgin pulp, makes THOR outstanding for smooth, no-glare whiteness . . . dimensional stability . . . resistance to picking . . . trouble-free printing . . . fast drying. Try THOR on your next offset color job. You, and your customers, are in for a pleasant, sales-making surprise when you do! Write today for printed color samples and full information as to sizes and weights available from stock.



**BERGSTROM PAPER COMPANY**  
NEENAH, WISCONSIN  
Founded 1904

Member Wisconsin Paper Group

Manufacturers of IBSEN Book Papers • THOR Offset Papers • ODIN Mimeo, Smooth and Bond Finish Papers • Sensitized SAFETY PAPERS.

NEW FOR LETTERPRESS AND OFFSET—FASTER DRYING



# Speed King

# BLACKS

IPI Speed King Blacks are newly improved packaged inks, formulated to satisfy nine out of ten press assignments. Although they vary somewhat in characteristics, they all offer these advantages:

1. Split-second setting
2. Ultra-fast drying
3. Improved press stability
4. Less dryback... almost as bright when dry as when wet, on coated stock
5. High finish on coated stocks; brilliant finish on enamel, Kromekote, Lusterkote and C1S label papers
6. Print sharp and clean

Call your IPI salesman today for Speed King Packaged Blacks. And remember... IPI offers still other specialized blacks for every conceivable printing purpose!

#### SPEED KING PACKAGED BLACKS

**SPEED KING JOB BLACK** has a regular job press body and can be left on the press overnight because it contains no drier. Even after long shutdown, it is easily regenerated by the addition of fresh ink. Speed King Job Black sets and dries quickly and is recommended for general shop use on enamel, coated and absorbent stocks.

**SPEED KING HALFTONE BLACK** contains drier and should not be left on the press overnight. It sets and dries very fast with good gloss on enamel, coated and absorbent stocks, and performs well on some machine coated papers. Recommended for all top-quality letterpress halftone work.

**SPEED KING LITHO JET H.T. BLACK** is of the highest quality—has excellent fountain flow, resists greasing and prints sharp, clean and dense. Sets extremely fast and dries quickly on coated stock—slightly slower on regular offset. Good rub and scratch resistance.

**SPEED KING LITHO GEM BLACK** sets extremely fast on coated paper and slightly slower on regular offset stocks—has good working qualities and is excellent for process work. Prints dense with good gloss; contains drier and cannot be left on the press overnight.

*IPI, IC and Speed King are trademarks of Interchemical Corporation*



INTERCHEMICAL • PRINTING INK  
CORPORATION

DIVISION

EXECUTIVE OFFICES: 67 WEST 44th STREET, NEW YORK 36, N.Y.

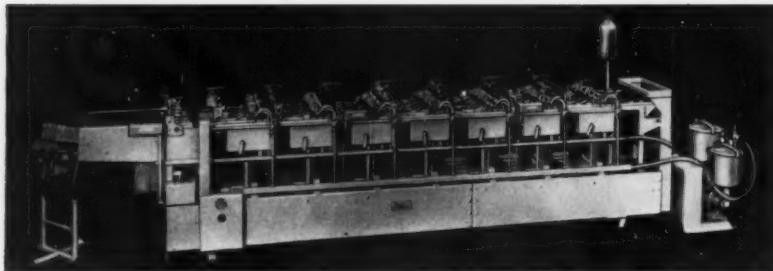


# Didde-Glaser

## BREAKS YOUR BINDERY BARRIER!

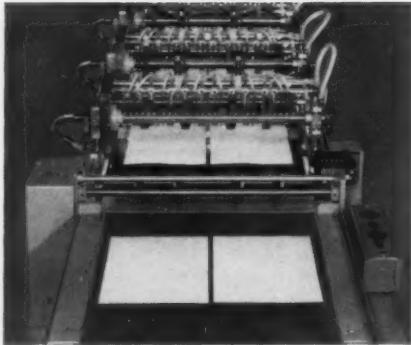
With the only Sheet Collators in the world  
to automatically gather and glue  
one-time carbon forms at high speed!

Small and large printing plants alike  
realize savings of up to 50% over  
hand collating methods... AND "keep up  
with the presses" in the bindery,  
when they install a Speed-Klect!  
Speed-Klect Collators are equally efficient  
in fully automatic straight collating or  
gathering and gluing at high speeds!



**Speed-Klect Model 71-1G\***

In addition to the 7-station model illustrated, Speed-Klect Collators are available in 3-, 5-, 6-, 8-, and 9-station models, special sizes with additional stations to order. Almost any kind of stock can be handled for gathering and gluing — from one-time carbon forms to pre-collated sections.



**Speed-Klect Dual-Stream\***

Station-for-station, Didde-Glaser's new DUAL STREAM outperforms any sheet collator in the world today! It doubles even automatic production... by allowing the same job to be dual-streamed side-by-side, or two different jobs side-by-side! Model 51-11 (illustrated) will collate up to 50,000 sheets an hour! Other models available from 3 to 9 stations.

WITH A BINDERY TEAM THAN CAN GIVE YOU SEWING-LESS BOOK PRODUCTION UP TO 800 BOOKS PER HOUR!

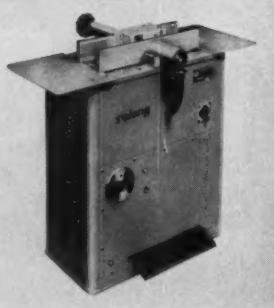
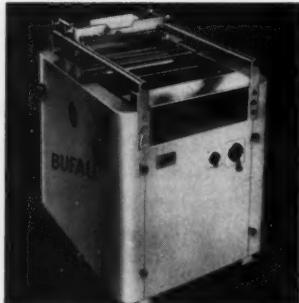
Just released from Switzerland for U. S. distribution! Ideal for the medium-size bindery that finds large machines too costly and smaller machines too slow! Teaming-up this semi-automatic twosome to speed up book, pamphlet, and catalog binding production adds up to a higher percentage of profits!

### The BUFALO Sewingless Binding Machine

This Swiss import mills off the backs of sections or pages... applies TWO coats of glue... and releases the finished block — IN JUST A MATTER OF SECONDS! Two sizes handle book back work up to 13½ inches and 18 inches in length and is low-cost to buy AND to operate!

### The ROLONG Hydraulic Back-Pressing Machine

Completely automatic! The Rolong rubs covers fast and firmly along the back or spine of the book... and does the job quickly, more cheaply and better! This back-presser soon pays for itself — by producing more attractive books for less! ONE foot pedal operates ALL hydraulic controls!



\* Speed-Klect collators are covered by U. S. Patents No. 2,568,224 and 2,846,214. Other patents pending.

**SEE SPEED-KLECT IN ACTION**

1<sup>st</sup> EDUCATIONAL

**Graphic Arts**  
EXPOSITION

NEW YORK COLISEUM - SEPT. 6-12, 1959

**SEE SPEED-KLECT IN ACTION**  
at our booths — 187 and 188

**Didde-Glaser, INC.**  
Emporia, Kansas

Designers and Manufacturers

General Office and Factory Dept. IAP-8  
50 Hi-Way and W. 12th Avenue,  
Emporia, Kansas  
Sales and Service Offices in  
New York, Chicago, and Los Angeles

Now! Apply all the Tape  
You need at one time



1 to 6  
**kleen-stik®**  
strips or spots  
in a single  
operation!

**NEW kleen-stik**  
**MULTI-TAPE APPLICATOR**

**Positions up to 6 Self-Sticking Strips  
or Spots Anywhere on Press-Size Sheets**

HERE'S THE MACHINE that can get you new, profitable business . . . new and larger jobs . . . new accounts! With this fully automatic multiple tape applicator, you can now apply Kleen-Stik D-Tape or Dubl-Stik right in your own plant. From 1 to 6 strips or spots of any length, any position . . . in  $\frac{1}{2}$ ",  $\frac{3}{4}$ ", or 1" widths—all in a single pass! Produce your own P.O.P. material—from simple window streamers to 3-D displays—quickly and economically, for more and bigger sales and profits!



7300 West Wilson Avenue Chicago 31, Illinois  
Plants in Chicago, Newark, Los Angeles, and Toronto, Canada

Write  
Today  
for  
Full Information

*Automatically*  
Adds These Famous KLEEN-STIK  
Advantages:

- Easy to Put Up . . . just peel and press
- Sticks Tight on any hard, smooth surface
- Needs No Water, glue, tacks or tape

See the NEW  
APPLICATOR  
In Action!  
7th Educational Graphic  
Arts Exposition  
New York Coliseum  
Sept. 6th to 12th  
BOOTHS No. 210 & 211

1934-1959 . . . 25 YEARS OF PRESSURE-SENSITIVE LEADERSHIP!

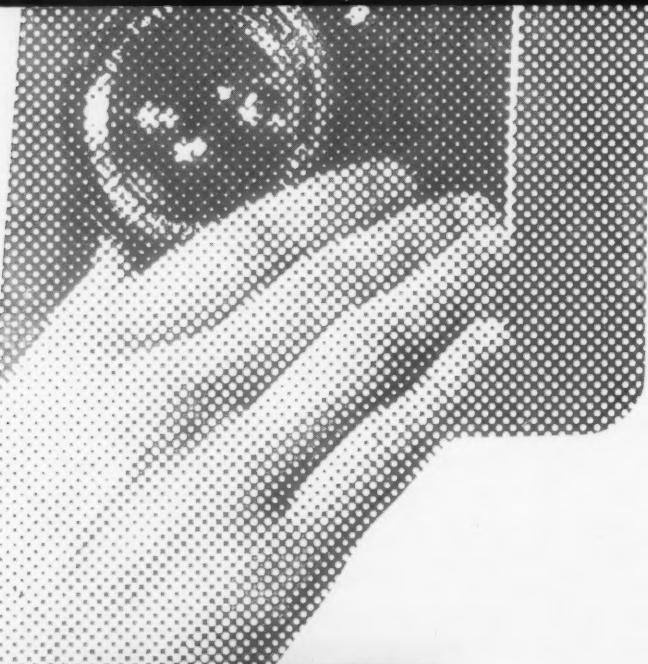
Maximum densities, so critical to fine reproduction is just one of the many advantages of Ansco's new Reprolith Ortho Type C.

*This fine emulsion has been specifically balanced to give appreciably higher speeds under tungsten illumination. This means shorter exposures and increased production as well as superior reproduction quality.*

Ansco Reprolith Ortho Type C gives you this production advantage *plus* the high orthochromatic sensitivity essential to efficient filtration.

Try Ansco Reprolith Ortho Type C today. And make Ansco Reprodol Developer your standard in clean working, maximum density developers. Ansco Reprolith Ortho Type C and Ansco Reprodol Developer . . . a team that drives densities to their limits! Ansco, Binghamton, N. Y., A Division of General Aniline & Film Corporation.

## Densities go the limit . . . with Ansco



**Ansco**  
*Reprolith*

**There's more to Ansco than meets the plate**

# ANOTHER FORCE FIRST

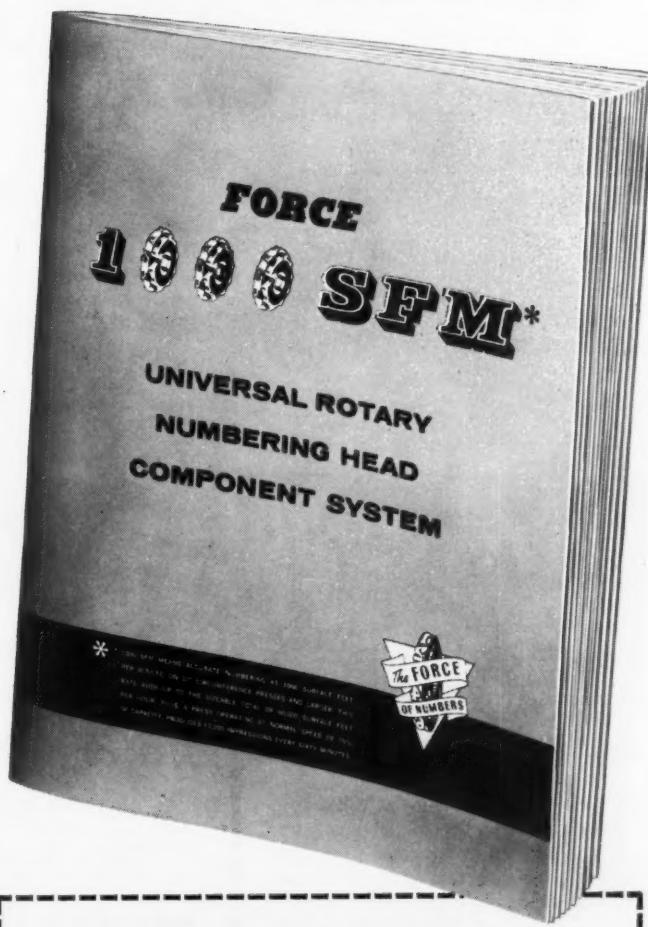
**Handbook shows how the  
FORCE "1000 SFM" \* system  
reduces need for special  
order numbering machines**

This 48 page illustrated "1000 SFM" handbook contains up-to-the-minute data on numbering! From its pages, you'll learn how you can own a numbering system customized to your precise needs without paying for special "built-to-order" machines. Developed by Wm. A. Force & Co., Inc., numbering machine pioneers since 1875, the versatile "1000 SFM" Universal Rotary Numbering Head Component System gives you the heads, cams, holding rings, and adapters you need to speed-up production on complex numbering jobs. Start with a basic set-up for your current requirements and build around it as new needs arise. System components have been designed for every press at every speed.

For your copy of the informative "1000 SFM" handbook, fill in and mail the coupon today.

**\* Accurate numbering at 1000 Surface Feet per Minute on 17" circumference presses and larger.**

See Force's "1000 SFM" System at Booth 370  
at the Graphic Arts Exposition.



Please send free illustrated 48 page handbook on the Force "1000 SFM" Rotary Numbering System

Company \_\_\_\_\_

Individual \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_

We have the following rotary printing equipment:



## DUPONT SURVEY REVEALS THAT OPPORTUNITIES FOR COLORED PAPER ARE BEING OVERLOOKED

In a recent Du Pont survey on colored paper, printers were asked two questions: "Do you think the graphic arts industry is using more color than it was a few years ago? Are you using more color in your own business?"

A surprising 84% said "yes" to the first question, but only 60% gave an affirmative answer to the second one. These answers are indicative of the situation facing colored stock in the graphic arts industry today. The opportunities for colored paper are better than ever, but many printers and paper merchants are not taking advantage of them.

### Market Opportunities

In fact, most printers are getting much less than proportionate share of the colored stock jobs. Practically all of them use colored stock, but among 65% of the printers, the usage falls

below the average amount. This means that approximately one-third of the printers are doing half of the profitable business in colored paper.

Those printers who feel they are lagging behind the trend say they would gain more colored stock jobs in two ways. Proper preparation is one. This means gaining more knowledge about matching papers and inks. The second way is to suggest colored paper to customers who leave the layout of jobs up to the printers. While most printers handle jobs of this sort, they say they suggest colored stock for only a small fraction.

On jobs handled by advertising agencies, artists, too, feel they overlook the possibilities of colored stock. Over half of them readily admit that they sometimes forget to consider colored paper in the design stage. This is true even though 83% of the artists see real benefits in using colored stock.

### Promotional Opportunities

Since colored stock is often overlooked through habit, consistent promotion can be especially helpful in increasing usage. According to the survey, sample pieces which show the creative possibilities of colored stock are highly popular. In addition, advertising agency art directors and commercial artists like to receive colored stock sketch pads. These pads are doubly important. They help to remind artists of colored paper in the design stage. They also result in direct business inasmuch as most colored stock jobs are produced on the same kind and color of paper they are sketched on.

Other findings from the Du Pont survey on colored paper will be presented in future advertisements. Be sure to look for them.

## news from Du Pont

### COLOR COUNCIL DEVELOPS NEW PERIODICAL

The Du Pont Color Council, which provided guidance for the colored paper survey, and assisted in developing printing criteria for distribution by the paper industry, has recently published the first issue of a new periodical, "Design and Colored Paper." This series is created primarily for graphics designers, though it will be found interesting by fine paper merchants and creative printers as well. The first issue, for instance, is printed by offset with only one ink, black, and could be reproduced by any competent commercial printer. But the booklet utilizes both "art" papers and common tissue and kraft to provide a number of exciting and colorful effects. Supplies of the first issue are running out, but anyone interested can get on the list for future issues by writing to Color Council, Room N-2420, E. I. du Pont de Nemours and Co. (Inc.), Wilmington 98, Delaware.

### HIGHLIGHTS OF COLORED PAPER SURVEY

Use of Colored Stock Among Printers		How Often Printers Suggest Colored Paper	
% of Printers	% of Paper in Color	% of Printers	% of Jobs
21%	less than 5%	34%	5% or less
15%	6% to 10%	25%	6% to 10%
8%	11% to 15%	9%	11% to 15%
10%	16% to 20%	8%	16% to 20%
12%	21% to 25%	8%	21% to 25%
29%	26% to 50%	14%	26% to 50%
7%	over 50%	2%	over 50%

### What Artists Like About Colored Stock

Artist Replies	% Mentions
"Useful in preparing brochures, etc."	45%
"Help in selecting weight, type, color"	32%
"Show client sketches on actual stock"	27%
"Help artist and others visualize result"	27%
"Save time; show what's available"	13%
"Assure quality and color of stock"	13%
"Helpful in getting job started"	7%
"Help sell use of colored paper"	5%

### DYES AND CHEMICALS

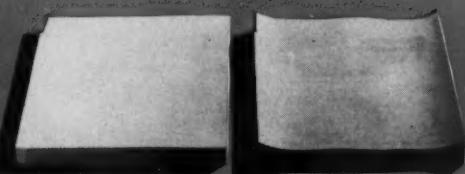


Better Things for Better Living . . . through Chemistry

# PRONE

T.M.

## 1. Always Flat



"PRONE" is like this

not like this

## the *relaxed* gummed label paper

## 2. Easily Printed and Handled



"PRONE" prints like this



not this

## 3. Consistently Low Spoilage



"PRONE" runs like this



not this

## These advantages make PRONE economical to use for all gummed label applications

These photographs were made of identical runs with Prone, the *relaxed* gummed label paper, and others of similar grade. First, note how Prone stays perfectly flat under every reasonable condition of humidity. Next, running through an offset press, Prone prints cleaner, and excessively dusty ink-streaked edges are avoided. Finally, a run through the offset press shows that

Prone handles like any good unguaranteed paper without loss of sheets due to poor feeding, folding, tearing and double sheeting. These photographs prove Prone printing qualities. It will run equally well on your presses. Try Prone on your next gummed label job. Ask your paper merchant, or write us on your letterhead for full information and samples.



**MID-STATES GUMMED PAPER DIVISION**  
MINNESOTA MINING & MANUFACTURING COMPANY  
Dept. 815 6850 So. Harlem Ave., Bedford Park (Argo P.O.), Ill.

New York • Syracuse • Boston • Philadelphia • Atlanta • Cleveland • Cincinnati • Indianapolis • St. Louis • Los Angeles



ARTHUR J. GAVRIN,  
President of Gavrin Press, Inc.



SINCE 1938, GAVRIN PRESS has been providing "Snap-Easy" forms for all types of businesses.

EXECUTIVE OFFICES AND MAIN PLANT of Gavrin Press are located in New Rochelle, N.Y. Branch plants are located in Denison, Texas and Danville, Kentucky.

## "NCR Paper Increased our forms business 24%... provides a sales-builder with impact"

— Gavrin Press, Inc.  
New Rochelle, N.Y.

"The success of our business depends on dealer sales. NCR Paper enables us to provide our dealers with a sales-builder that has dynamic impact on customers. The results have been highly profitable and company-dealer relations have never been more successful.

"NCR Paper has boosted our sales volume. Since starting to sell NCR Paper, our sales of business forms have increased 24%. Mounting customer enthusiasm for the benefits derived from NCR Paper will increase our sales volume much more.

"The market for NCR Paper is growing. Gavrin Press and our many dealers will continue to profit from this growth."

President Gavrin Press, Inc.

**The National Cash Register Company, Dayton 9, Ohio**  
1039 OFFICES IN 121 COUNTRIES • 75 YEARS OF HELPING BUSINESS SAVE MONEY

NCR Paper's market for business forms is tremendous! Investigate today.

NCR Paper is available in sheet stock at local paper suppliers in bond, ledger and tag grades. For roll stock, write to:

The National Cash Register Company,  
Dayton 9, Ohio.



**NCR PAPER  
ELIMINATES  
CARBON PAPER**

The Inland and American PRINTER and LITHOGRAPHER  
For August, 1959

# LITHOWIPES®

DISPOSABLE PLATE PROCESSING TOWELS

## PERFORM BEST

## BECAUSE THEY'RE QUALITY-BUILT!

There's no better way to test the superior quality of LITHOWIPES than to try them in your own shop. Compare them with any other wipers—under any conditions. You'll find the quality that's built into LITHOWIPES enables them to outperform other towels every time!

Lithowipes disposable plate processing towels come in 2 textures: FOLDED CREPED, designed especially for litho-plate houses. Ideal for inking, lacquering, applying asphaltum and alcohol wash. FOLDED RIBBED, provides the required roughness to pick up finely divided metals and components from the etched image. BOTH TEXTURES give you these advantages: can't scratch; absorb alcohol instantly; no lint; no "roll-under"; hand size. Economical, they pay for themselves in savings on laundry bills, alone!

LITHOWIPES TOWELS ARE MANUFACTURED BY THE MAKERS OF KLEENEX® TISSUES

**KIMBERLY-CLARK**



**CORPORATION**

NEENAH, WISCONSIN

FREE! TRIAL PACKAGE OF LITHOWIPES! FREE!

**Kimberly-Clark Corporation, Department Number IA-89-L, Neenah, Wisconsin**

Please send me my FREE package of Lithowipes  FOLDED CREPED  FOLDED RIBBED

NAME \_\_\_\_\_

FIRM NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_

STATE \_\_\_\_\_

# BETTER LABEL BUSINESS IS NO SECRET...



## WHEN **Dennison** SERVES AS YOUR PARTNER !

**DENNISON MEANS BUSINESS** . . . for you . . . in gummed labels. For Dennison cooperates two ways: offering new and better label sheets . . . providing better marketing assistance.

**THE "CURL-FREE" LINE** of Dennison PermaFlat Gummed papers brings you care-free printing of trouble-free labels . . . over the widest range of humidity conditions. There's a "curl-free" number that will add extra value to any label job. Want samples?

**FREE "HOW TO" BOOK** gives you the benefit of Dennison's label experience. Titled "How To Increase Your Label Business", this authoritative book tells you: how to identify your best label prospects . . . how to sell better labeling . . . how to select the right gummed paper . . . and much more. You'll find it one of the most helpful texts ever printed on this subject. Ask your paper merchant for it or write us direct. No cost, no obligation.

*Helping you compete more effectively*

**Dennison**

Dennison Manufacturing Company  
Framingham, Massachusetts  
In Canada: Dennison Manufacturing Co., of Canada, Ltd.,  
Drummondville, P. Q.



# NEED A SPECIAL PRESS?

We can produce a press to fit your particular needs with 70% to 90% of standardized units. Giving you high adaptability at low cost.

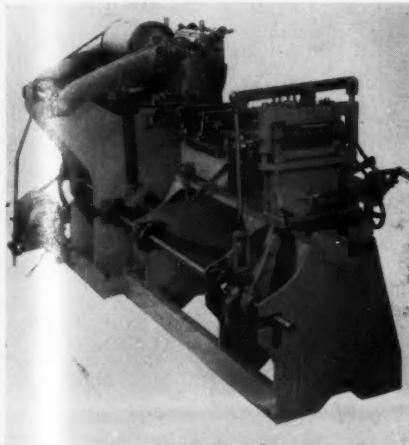
In over 40 years of manufacturing, Young Engineering Company has designed and built over 200 different types of special presses.

Listed below are a few of the firms who have used this engineering service and are using Young special presses:

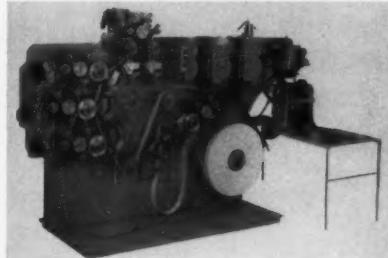
**Eastman Kodak**  
**Du Pont**  
**Diamond Match**  
**Dixie Cup**

**Continental Can**  
**Atlas Tag Co.**  
**Waterbury Lock**  
**American Register**

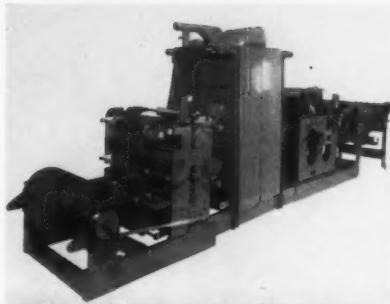
**American Ticket**  
**Sutherland Paper**  
**Globe Ticket Co.**  
**Miles Laboratories**



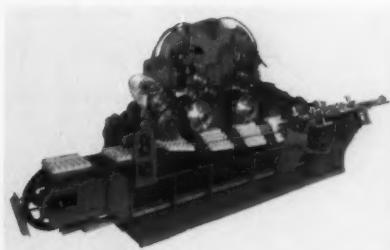
Cloth Label Press Prints Three Colors, Cuts and Pucks.



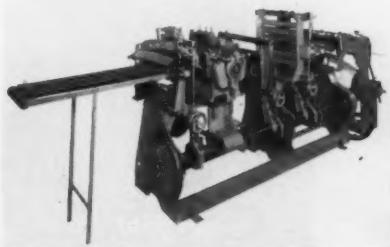
Ticket Rotary, Prints One Back Three on Face. Forty Numbering Machines, Perforates, Punches, Slits and Fan Folds Over 300,000 Tickets per Hour.



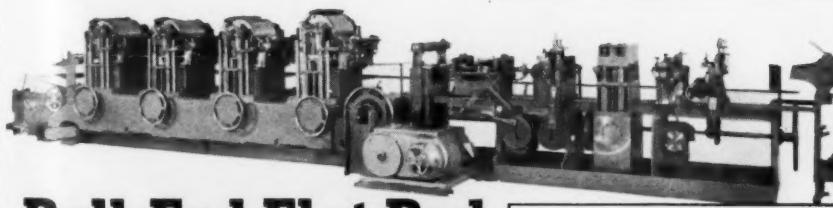
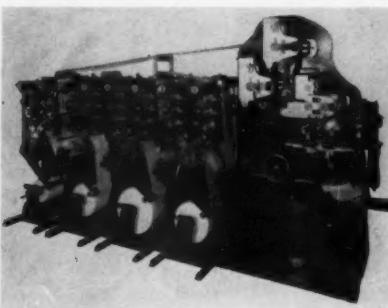
Aniline Rotary Press with Cut Off. Has Latex Application Both Sides with dryer.



This Press Scores, Prints Top Sides and Ends on Molded Products.



Four Web Rotary Press, Two Colors per Web, Also Punches, Perforates and Folds Zig-Zag.

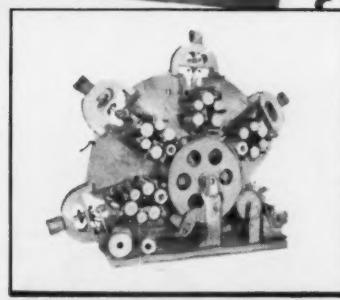


## Roll-Fed Flat Bed and Rotary PRESSES

For TAGS • TICKETS • LABELS • EM-BOSSED SEALS • CLOTH LABELS • PAPER CUP LIDS • MANIFOLD FORMS • SAUSAGE CASINGS • PLASTIC BAGS • REGISTER FORMS • STEEL TAPES • MATCH BOOKS

FOR FASTER, BETTER PRINTED JOBS AT LOWER COSTS  
Send Us Samples of your typical jobs . . . We can probably adapt one of our standard models to produce your product automatically.

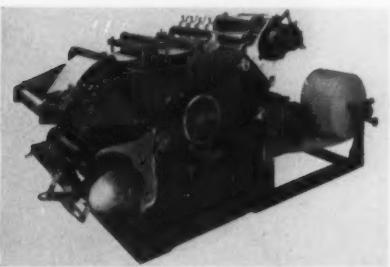
Producers of the Hyromatic Line for Over 40 Years



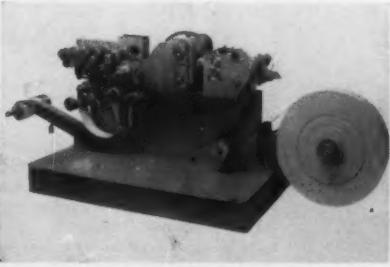
OVER 200 STANDARD & SPECIAL PRESS DESIGNS PRODUCED DURING PAST 40 YEARS FOR:

LITHOGRAPHY      ROTOGRAVURE  
FLEXOGRAPHY      RUBBER PLATE PRINTING

STANDARD & SPECIAL HEADS FOR:  
DIE-CUTTING      LAMINATING  
PERFORATING      WAXING  
FOLDING      REWIND



Rotary Oil Ink Press, One Back Two Face, Also does Punching, Slitting and Rewinding.



This press will Print, Punch, Score. Extremely Accurate Rewinding.

# YOUNG ENGINEERING CO.

2437 N. SHEFFIELD AVE., CHICAGO 14, ILL.  
Phone: Diversey 8-6000

World's leading Manufacturers of Special Printing Presses



an integrated and fully automated machine for the production of small and medium size cartons in relatively small quantities—the new Cavalier Carton Maker—designed to broaden the application of the rotogravure process.

- Cut-to-print accuracy of plus or minus ten thousandths on average quality carton board.
- Operating speeds up to 18,000 impressions per hour.
- Unique, completely back-lash-free drive results in finest process register available on web-fed equipment to date.
- High-speed carton production with extremely rapid job change-over.
- Complete installation of five color units, including continuous unwind, automatic electronic control of color register and main motor drive, priced at about \$150,000.

The Cavalier Carton Maker will be demonstrated at the Champlain plant during the Graphic Arts Exposition, September 6-12. Register at Booth 118 for demonstration.



**Champlain**

Champlain Company, Inc., Harrison Avenue, Roseland, N. J.  
Chicago Office: 58 Broadway, Des Plaines, Illinois  
In Europe: Bobst-Champlain, Prilly-Lausanne, Switzerland.

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# BETTER RESULTS for BETTER BUSINESS on BETTER PAPERS



For better business, Parsons Papers advertisements such as this appear regularly in *Business Week*, *Newsweek*, *Best's Insurance News*, *The Office*, *The Journal of Accountancy*, and *The Wall Street Journal*.



... for any business use will mean *Better Profits* for you. And the extra results from the best grades of cotton fiber papers are well worth the slightly higher cost. For best results stock and sell ...

## PARSONS LEDGER PARSONS INDEX PARSONS BOND

**100% COTTON FIBER**

*All-New Cotton Fibers* mean outstanding strength, long-life and beauty. *Performance second to none* on printing presses as well as in correspondence or record-keeping use.

*Wide range of items* for any requirement ... each developed during more than 100 years of papermaking.



Parsons Paper Division, Holyoke, Mass. Dept. H-3

Please send the following:

Sample Books of Parsons 100% cotton fiber  
 Ledger    Index    Bond  
 Parsons Letterhead Design Portfolio  
 Booklet: "How to Get What You Need . . . in Record Keeping Papers and Index Cards"

Name: .....

Company: .....

Address: .....

City: ..... State: .....

**PARSONS PAPER DIVISION, National Vulcanized Fibre Company**

# One-Time Carbon Paper $1\frac{7}{16}$ " Wide?

No Problem . . .

for Frye's Crafts-men-in-Carbon!

They have the experience and skill to solve special carbon-paper problems for customers. It's a fact that both the ordinary and the extra-ordinary are done in a snap at Frye — and economically, too! . . . Write or call for details.

The logo consists of the word "Frye" in a stylized, lowercase, italicized font. The letter "F" has a long, sweeping tail that extends to the left and ends in a small hook.

MANUFACTURING

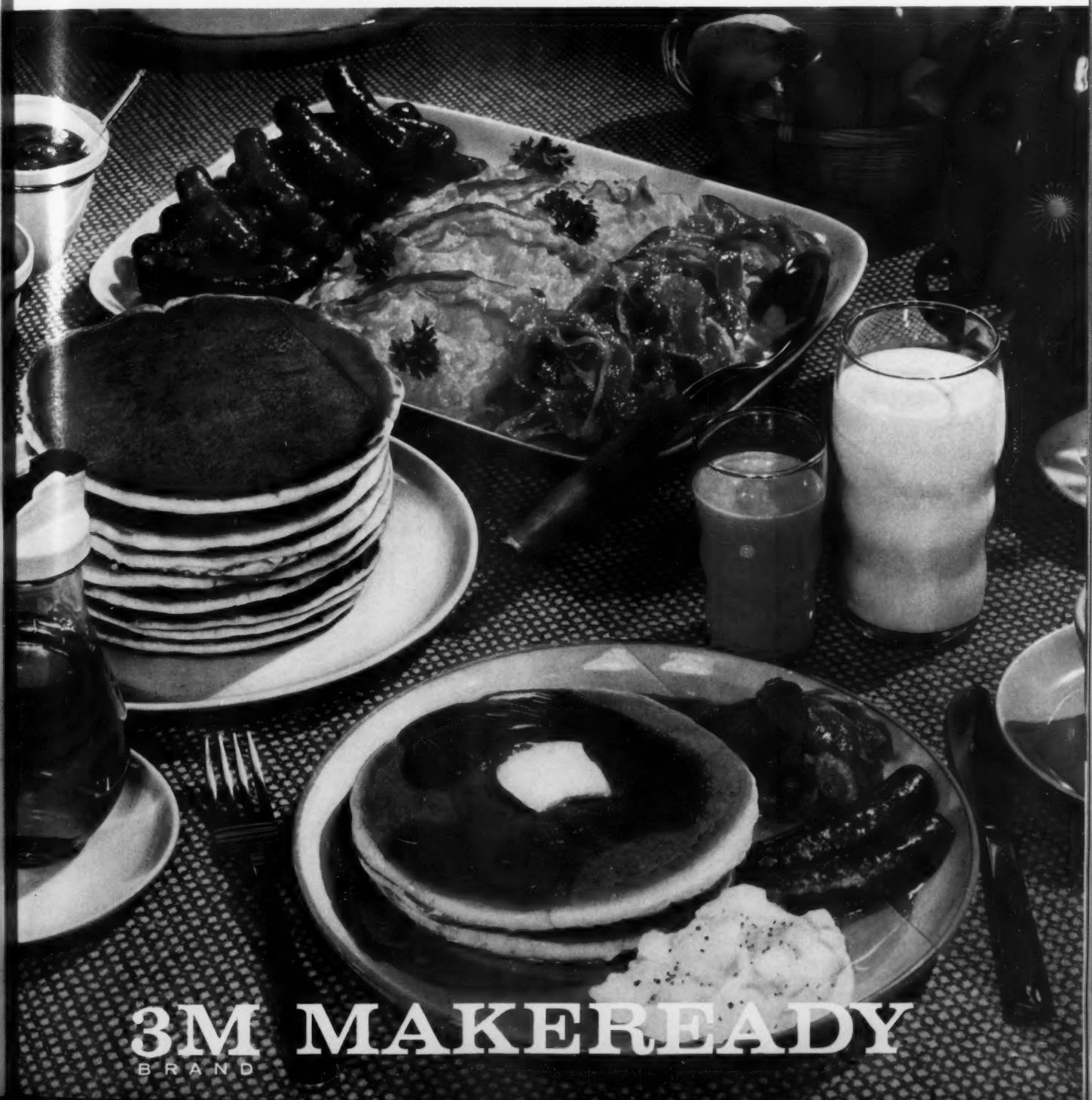
COMPANY - 2531

DEAN AVENUE  
Des Moines, Iowa

FROM  RESEARCH

# Improved quality in B/W or color with 37% savings in makeready\*

\*makeready after position OK to ready-to-run



**3M MAKEREADY**

BRAND



Diagram of the mark-up for a costly, time-consuming handcut overlay for the black plate. 3M Brand Makeready does this same job faster, gives far better quality.

HERE'S no easier way to get sharp pressure correction on any form. After form positioning, simply pull a proof on plastic-coated 3M Brand Makeready Material. Process this proof in the 3M Brand Exposure Unit. The 3M Makeready Material will rise *dot-for-dot* in direct proportion to the amount of ink on the proof. When placed in register under the packing, you get full-range, precise pressure correction.

You save press time, improve printing quality. For a free demonstration and descriptive folder, write: 3M Makeready, Printing Products Division, Minnesota Mining and Manufacturing Company, St. Paul 6, Minnesota.

MINNESOTA MINING AND MANUFACTURING COMPANY

...WHERE RESEARCH IS THE KEY TO TOMORROW



THE TERM "3M" IS A REGISTERED TRADEMARK OF MINNESOTA MINING AND MANUFACTURING COMPANY.

On every form...  
get outstanding quality...  
eliminate costly hand  
makeready with  
electronically-controlled  
**3M MAKEREADY**  
BRAND

re  
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FANY.



**from 3M's Research Center . . . with tools  
such as controlled atomic radiation  
... come new and exciting products to make  
tomorrow more promising for printers!**

INTEROFFICE CORRESPONDENCE



Minnesota Mining and Manufacturing Company  
Saint Paul, Minnesota

To . . . Ed Kane, General Manager  
From . . . Clare Goodsell, General Sales Manager  
Subject . . . Graphic Arts Exposition Insert

Date . . . 8/3/59

Final proofs of the Research Center gamma radiation well subject for this exposition insert were just laid on my desk. Would like to send my compliments along with yours to the printer. It's proof, indeed, of what we sell. The printing is fine . . . and I like the message: "From 3M research . . . come new and exciting products to make tomorrow more promising for printers." Seems to me that's the sum and substance of our faith in research. For, as the new products and improved techniques born of 3M research are brought to life, our printing industry grows and benefits . . . and we along with it. I'm sure our friends in the printing industry will see ample evidence of this "more promising tomorrow" when they visit Booth No. 131 at the exposition . . . and they won't need an engraver's glass to see it!

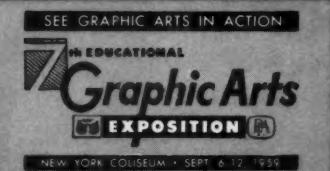
Clare

PRINTING PRODUCTS DIVISION: 3M BRAND LITHOGRAPHIC PLATES • 3M BRAND CHEMICALS • 3M BRAND DAMPENING ROLLERS AND SLEEVES • 3M BRAND MAKEREADY • 3M BRAND PLATE TREATING • SPHEREKOTE BRAND PRODUCTS

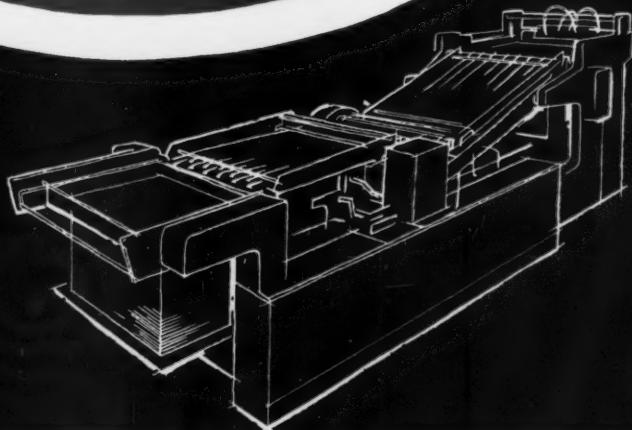
Look for the **BIG**



at the



booth  
354



See the world's fastest, most productive cylinder presses. No frills nor fancy stuff, no promises of things to come in the distant future . . . just the finest in letterpress equipment available *today*, using today's processes to compete most favorably in today's and tomorrow's market. That is precisely what you will see at the Miller Exhibit. See also an interesting display showing one of the main reasons why Miller Presses are so fast, so smooth running, so long lasting. Don't miss these nor the giant photographic display of the various new presses in the Miller Line.

**MILLER PRINTING MACHINERY CO.**  
1115 Reedsdale St., Pittsburgh 33, Pa.

*'In Canada:*  
**SEARS LIMITED** • 253 Spadina Road • Toronto 4, Ontario



# *Speed-Flex* UNITS ARE BUILDING BLOCKS

## FOR HIGH PRODUCTION PRINTING MACHINES!

From these units, literally dozens of kinds of high production presses can be built. Coupled together, the units may create a specialty press that can provide a monopoly on highly specialized jobs, while the same press may be capable of producing many standard commercial jobs.

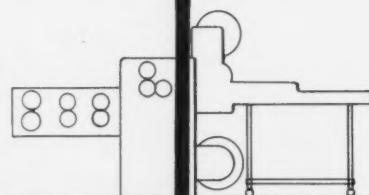
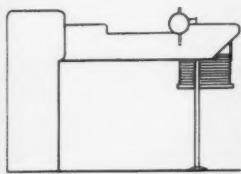
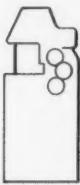
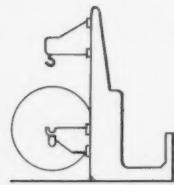
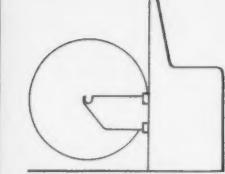
### Presses may include:

Offset printing units with the ultimate in fine ink distribution  
Rubber plate printing units  
Numbering and imprinting units, fully automatic or non-automatic  
Punches which can produce a myriad of types of shapes and holes  
Edge trimmers that can produce specially trimmed edges and tabs  
Cross, rotary and jump perforating  
Sheeting with pile or creeper delivery  
Rewinding  
Zig-zag folding

All operations from a roll of paper to the finished jobs!

Speed-Flex presses are built in a number of cylinder circumferences and widths. Each Speed-Flex unit is the finest in its field.

Build your future with Speed-Flex building blocks! Call or write for full details.



**WG**  
WESTERN GEAR CORPORATION  
**Orville Dutro & Son, Inc.**

PRINTING PRESS SALES AND SERVICE

117 W. 9th St., Los Angeles 15, California MADison 7-8556

New York, N.Y.

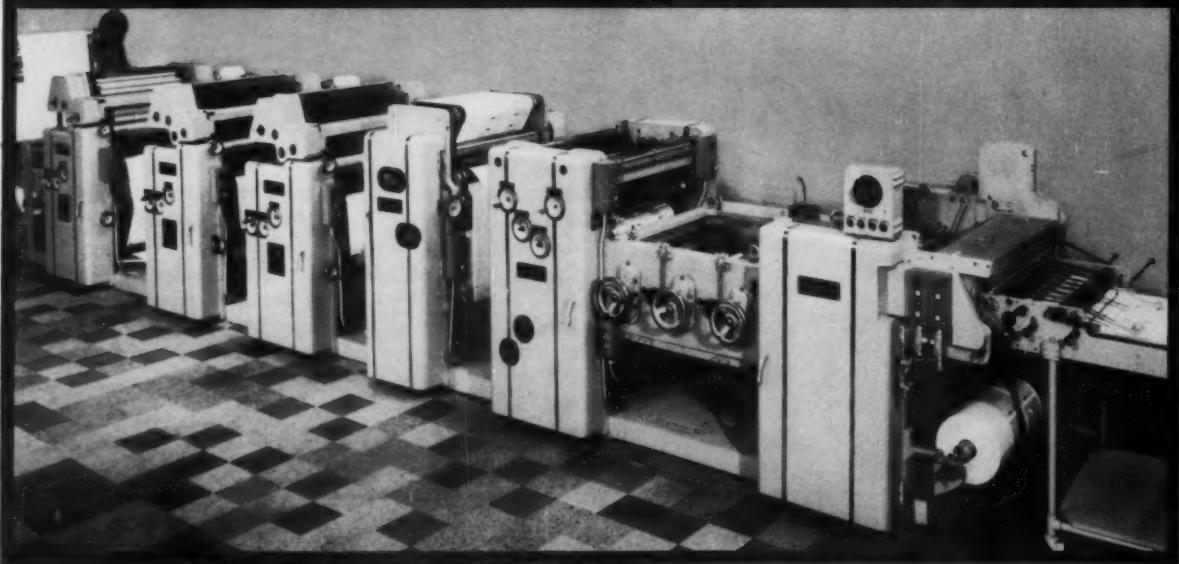
Chicago, Ill.

1140 Broadway

7 S. Dearborn St.

MUrray Hill 3-1253

RAndolph 6-7977



See us at the 7th Graphic Arts Exposition, Booths 137, 139 and 140



YOU CAN'T MAKE A MISTAKE

## NEW HARRIS 3 IN 1 SOLUTION

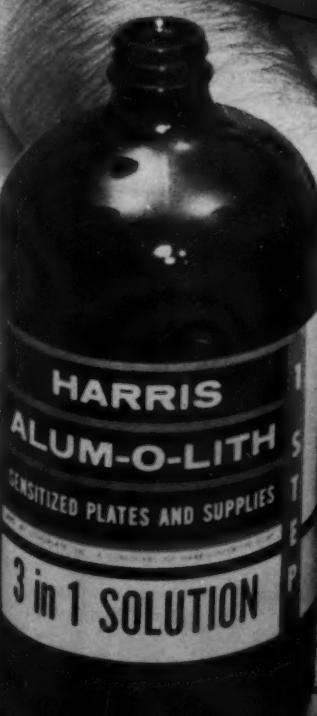
Even blindfolded, you can't make a mistake if you follow label directions. Just rub on new Harris 3-in-1 Solution, and wipe it off. In 60 seconds, or less, you'll see a perfect image...ready for the press. Shadow areas stay open. Highlight dots print true. Contact your dealer for a demonstration.

\*For use on Harris Alum-O-Lith Negative-Working Offset Plates only.

HARRIS  
INTERTYPE  
CORPORATION

LITHOPATE, INC.

A Division of Harris Intertype Corporation  
278 N. Arden Drive, El Monte, California  
5308 Blanche Avenue, Cleveland 27, Ohio





Nekoosa Bond  
Nekoosa Offset  
Nekoosa Opaque  
Nekoosa Fantasy  
Nekoosa Ledger  
Nekoosa Duplicator  
Nekoosa Mimeo  
Nekoosa Manifold  
Nekoosa Fax  
Nekoosa Master-Lucent and  
companion ARDOR Papers

# 3

## ways better

**PRINTABILITY**—Curl-free, wrinkle-free, Nekoosa Opaque goes through high-speed presses *fast*, letter-press or offset.

**ECONOMY**—Mail more pieces per ounce. Nekoosa Opaque is light in weight, yet keeps show-through to a minimum.

**OPACITY**—Nekoosa Opaque rates high in opacity, and it has a firm, smooth surface that reproduces full-colors or black-and-white beautifully.

..... even on lightweights

**USE**

**Nekoosa**  
OPAQUE

**AND BEAT HIGH POSTAGE COSTS**

Be kind to your customer's purse—and do yourself a favor, too—by using Nekoosa Opaque. It's a real money-saver! Thanks to Nekoosa Opaque's high opacity, now you can run on lighter weights and have a *show-piece* without *show-through*!

you look better on  
**Nekoosa papers**



NEKOOSA-EDWARDS PAPER COMPANY  
PORT EDWARDS, WISCONSIN

Mills at Port Edwards and Nekoosa,  
Wisconsin, and Potsdam, New York

# How Baldwin® ink-roller washups cut costs...

The photos tell the story . . . show why pressmen and management agree\* no press is complete without a Baldwin Press Washer:

- ① **With press operating, pressman squirts solvent over the rollers**
- ② **He brings Washer blade into contact with vibrator roller**
- ③ **Pressman removes drip pan and cleans blade with a few swipes of a rag**

That's *all* he does! The Press Washer strips ink from all but the fountain roller in a matter of minutes. **Fast** cleaning means lower costs; **thorough** cleaning means higher quality. And you save real money on rags and solvent!

Yes, it will pay you well to get *all* the facts about Baldwin Press Washers. Just send us the make and model of your presses.



① Solvent is applied



② Blade contacts vibrator



\*A pressman says: "I get a good clean washup in one third the time since my boss got me this Baldwin Press Washer."



\*An executive says: "With quality color the thing today, really clean washups are more important than ever. We get them fast with Baldwin Press Washers!"



③ Drip pan is removed

## WILLIAM GEGENHEIMER CO., INC.

80 Roebling Street  
Brooklyn 11, New York  
Phone: EVERgreen 8-5610

Manufacturers of Baldwin Ink Fountain Agitators • Baldwin Press Washers  
Baldwin Water Stops • Baldwin Water Levels

80

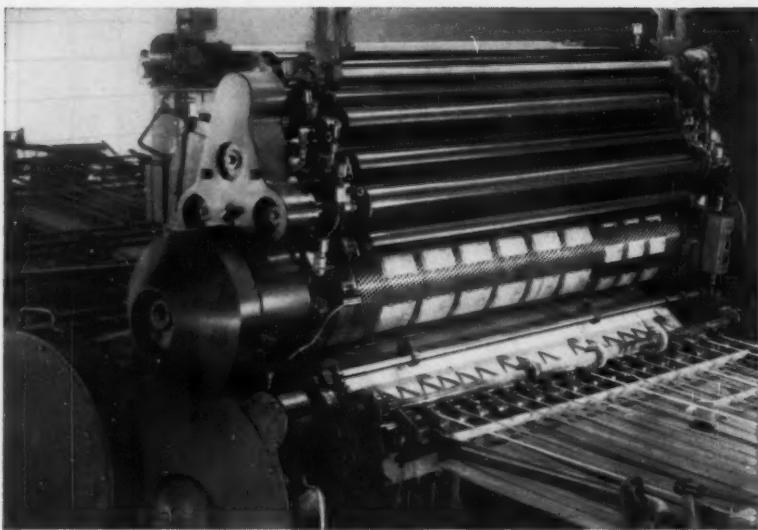
SELL & SMITHS  
• BUSINESS FORMS, INC. • THE  
COOK CO. • CHASE BAG CO.  
• CENTRAL WAXED PAPER CO.  
• CO. • CONTAINER CORP. OF AMERICA  
CROWN ZELLERBACH CORPORATION •  
BAG & COTTON MILLS • DANIELS MANU-  
PANY • CONTINENTAL CAN CO., INC. • OR-  
PER CO. • MARATHON CORPORATION • OR-  
SKA SALESBOOK CO. • UNION BAG—CAMP PAPER COI-  
'ELOP CORP. • THE VIKING CORP. • SHE-  
ESBOOK CO. • THE McBEE COMPANY • WES-  
'MS, INC. • J. W. CLEMENT CO. • WES-  
• WESTERN-WAXIDE DIVISION  
BEMIS BRO. BAG CO. •  
• UNITED STATES

Since 1930  
traveling  
in the best of  
flexographic  
circles

FIRST IN THE INDUSTRY  
**ECONO**

Materials and methods  
for better printing from  
resilient plates

**PRODUCTS, INC.**, 132 Humboldt St., Rochester 10, N.Y.



# WPM COLOR PRINTING UNITS

## CUT PRESS RUNNING TIME

1/2

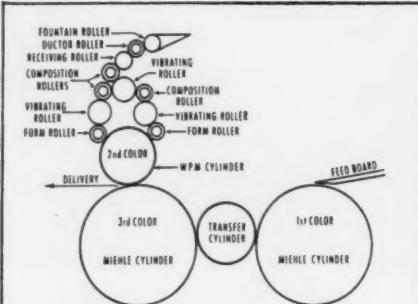
WESTERN PRINTING MACHINERY Color Printing Units added to a Miehle 2-color flatbed press will save one-half the running time on 3 or 4-color printing. On a full production schedule, this big saving will pay for the added W P M Color Units in a matter of months.

The quality of your 3 and 4-color work can actually be improved with W P M Color Units because you print all colors in ONE PASS THROUGH THE PRESS. There is no printing over non-offset spray, no compromise of hairline register, no lack of coverage.

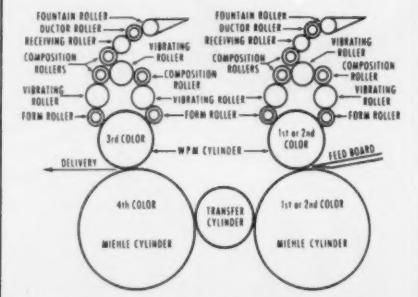
W P M Color Units are self-contained printing units, installed on and synchronized with the printing press. For regular press operation, W P M Color Units are quickly and easily locked out.

Send for complete description of W P M Color Units or confer with our engineering staff, without obligation.

There are 200 W P M Color Units operating in the United States and 25 in Canada.



WPM Color Unit installed for three color printing in one operation.



WPM Color Units installed for four color printing in one operation.

**wpm**

Manufacturers of Color Printing Units for Miehle flatbed presses.  
Converters of flatbeds to rotary • HONEYCOMB CYLINDERS for all makes of letterpresses.

**WESTERN PRINTING MACHINERY COMPANY**  
3519 N. Spaulding Avenue • Telephone IRving 8-1207 • Chicago 18, Illinois



COLOR PHOTO BY ANTON BRUEHL

## “Whatever became of the photograph album?”

EVERY HOME had one a few years ago. Now every home—or so it seems—has wholly succumbed to color.

The reasons needn't be belabored. Suffice it to say that the universal appeal of color is a useful factor in

business, too. For example, colorful HOWARD BOND puts flash and dash in business printing; greatly expedites the flow of business forms and other paper work; replaces the humdrum with printing that gets attention and calls for action.

There are 13 HOWARD BOND colors—each clear, clean, distinctive. Your printer or paper merchant will be pleased to show you samples, as will we if you'll write and ask.

*PRINTERS! This message appears in advertising magazines read by your customers.*

HOWARD PAPER MILLS, INC. • HOWARD PAPER COMPANY DIVISION, URBANA, OHIO

# Howard Bond

“The Nation's Business Paper”

Companion Lines: Howard Ledger • Howard Mimeograph

Printed on Maxwell Offset



Howard Duplicator • Howard Posting Ledger

Basis 80—Wove finish



*Printed on Maxwell Offset—Basis 80—Wove Finish*

## Discoveries in American Art

*...on Maxwell Offset*

"Annunciation Street", a favorite of its creator, noted painter William A. Smith, is published here for the first time—although it has been widely exhibited and admired. Note how Mr. Smith has caught the character of this old New Orleans home, and how the printer has captured this character on *Maxwell Offset*. You'd do well to specify it, too, for any kind of color reproduction.

HOWARD PAPER MILLS, Inc. • *Maxwell Paper Company Division* • Franklin, Ohio



# NEWSLETTER

UP-TO-DATE BUSINESS NEWS OF INTEREST TO MANAGEMENT IN THE PRINTING AND ALLIED INDUSTRIES

## Graphic Arts Exposition

Sept. 6-12 in New York

Big news in New York next month will be the 7th Graphic Arts Exposition in the Coliseum. Some 17 organizations will hold meetings in conjunction with the exposition. If you haven't made arrangements yet, better do so now. Time is fleeting, hotel space will be hard to get. See pp. 75-82, 83-85.

## New Survey of Equipment

Buying Plans Conducted

New survey of equipment buying plans just completed by this publication reveals some startling figures, particularly in offset press field. For the full details, see pp. 72-74.

## GNP at \$483.5-Billion

Rate and Still Growing

Gross National Product for April-June period \$13.1-billion raised annual rate to \$483.5-billion . . . \$49-billion above rate for same period last year, \$52.5-billion over recession low in 1958 first quarter, \$35.7-billion better than prerecession high of 1957 third quarter.

## Business Quite Good

But '61 Slowdown Seen

Business generally quite good but some small retailers in trouble. Business supposed to be good for next 12 months at least . . . but a slowdown is in cards by early 1961. Don't assume present upswing will go on forever. Economists say slowdown will not be at all severe but lessening climb.

## PIA Ratio Study Shows

Profits After Taxes Down

New PIA Ratio Study shows net printing profits after taxes still on decline . . . see page 86. BUT paper industry is showing substantial gains in profits. More printing being sold but costs are up and profits down.

## NYEPA Asks Legislation

Of Senate Finance Group

Supreme Court decision upholding power of states to tax incomes of out-of-state companies doing business in taxing states has sparked introduction of several bills in Congress for limiting this right . . . New York Employing Printers Assn. asked Senate Finance Committee for such legislation.

## Two of Chicago's Top 10

Plants in Merger Deal

Two of Chicago's "Top Ten" printing plants have merged. The Inland Press, Inc., and Magill-Weinsheimer Co. consolidated on Aug. 3. New corporation called Mastercraft Corp. will operate two plants as divisions. Carl E. Dunnagan, former PIA president, is president of new corporation . . . A. J. Weinsheimer is new chairman. Details in September issue.

(Over)

# NEWSLETTER

(Continued)

## Paper, Board Industry At New High Levels

U.S. paper and board industry now operating at high level. 1959 output is at annual rate of 33.8-million tons, close to 10% over 1958 . . . 1960 estimate 36.5-million tons, and 1965 estimate 43.8-million tons.

## Miehle Co. Shows New Flexible-Plate Rotary

The Miehle Co., division of M-G-D, held conference for trade press editors Aug. 5 to show its new flexible-plate rotary letterpress called "30" Miehle . . . can handle curved conventional electros or new Du Pont Dycril photopolymer or similar flexible plates. See Sept. New Equipment dept.

## Two New York Printers In Joint Ownership Plan

Two New York printers join forces . . . Read Printing Co. and Guide-Kalkhoff-Burr, Inc., in new joint ownership plan. Thos. W. Mack is president of Read and Charles E. Schatvet heads G-K-B. Details in September issue.

## Mergenthaler Linotype Announces Press Division

New Mergenthaler Linotype press division to introduce four units this fall . . . 17x22, 23x31, 25x38, 35x44. William K. Maxon named sales manager. Presses will be built in Europe.

## Manifold Business Forms Industry Still on Upswing

Manifold business forms still on upswing . . . Business Forms Institute survey shows Jan.-June volume 13% above same 1958 period and 9% higher than last year's second half. Full year 1959 volume expected to surpass \$350-million level reached last year.

## Direct Mail Volume 5% Increase Disappointing

Estimated direct mail dollar volume for this year's first quarter was \$475,362,867, only 5% above level for same period last year, reports Direct Mail Adv. Assn. Higher postal rates said to have reduced expected increase.

## Moore Business Forms, Inc., Sets Up Central Division

Moore Business Forms, Inc. has announced plans for setting up Central Division with headquarters in Park Ridge, Ill., a suburb of Chicago. Construction of new home office building starts next year.

## New D & B Handbook Out

Dun & Bradstreet, Inc. has issued new handbook for small business: "Profitable Management for Main Street." \$1 each from any D & B office or at 99 Church St., New York 8.

## How to Use Direct Mail

New booklet you might use for your customers: "How to Use Direct Mail to Promote Your Business." Pitney-Bowes, 8001 Walnut St., Stamford, Conn., will send you a free copy.

## Management Must Equip For Tomorrow's Needs

**You cannot do today's printing with yesterday's  
machines and still be in business tomorrow**

"Management Equips for Tomorrow's Needs." That is the theme of Printing Industry of America's 73rd annual convention in New York next month. It ought to be the theme of *every* commercial printer and lithographer in America today. In fact, management *must* equip to meet tomorrow's needs if it is to survive in the next ten years.

It's obvious, too, that the Seventh Educational Graphic Arts Exposition next month at the New York Coliseum is geared to the same theme.

It's time now to give serious consideration to the equipment in your plant, particularly machines that may be obsolete, worn out, or even fully depreciated.

When a new machine can produce more economically, the old one should be replaced. When repairs and maintenance become so great that a new machine can produce more economically, the old one should be replaced.

When work in a plant changes or expands until the present machine is inadequate to handle it economically and efficiently, then the machine should be replaced.

A study of current PIA Ratios indicates that profit margins in the commercial printing industry are narrowing. The volume of profits in recent years has not risen as much as the total physical volume of business. You may be selling more printing but you are undoubtedly doing it on a thinner profit. The cost of your raw materials and certainly your production costs have been going up steadily in recent years. If your present equipment cannot keep pace with the production goals you have set for your plant, then it's time to determine whether or not you need new equipment which can operate at greater speeds with lower costs.

Competition is and will be very keen. Prices will be held down because of this factor. It behoves every commercial printer and lithographer to *know* his costs right down to the last penny and to make his estimates accordingly.

At the Seventh Graphic Arts Exposition you will see new equipment, materials, processes, and procedures, most of which have been developed since the 1950 Exposition. It will pay you to visit New York City and see for yourself.



Your plant employees will take pride in work produced on fast, new equipment that keeps your costs down, your profits up

## How and Why to Buy Equipment

- Most major decisions today for new machinery are made by team of individuals, not just one man
- Here are suggestions you and your foremen should have before you buy any new plant equipment

By George W. Harper  
General Printing Superintendent  
Maclean-Hunter Publishing Co., Ltd., Toronto

Responsibility for buying any piece of equipment should always be shared. It's not *I* bought. Not *You* bought. It's that machine *We* bought!

Practically all major industrial purchasing decisions today are made by a "team," rarely by one man. This is just as true of the small job plant as it is of the large multipress, many-department companies. Surprisingly enough, and salesmen know this well, members of the senior group in each team—top management—rarely see a salesman for the products they are considering buying.

Top management will form impressions from reports and through contacts with executive persons in similar operations. They will always be interested in things they read about, particularly in the trade press, and in technical promotional material sent to them by manufacturers. New processes, new methods and equip-

ment, new ways of doing things get their attention. They are seemingly impressed by even extravagant claims and will usually insist that these claims be looked into carefully.

But when it comes to the placing of an order—the signing on the dotted line—

### He's Had Experience at It!

GEORGE HARPER got his early training on a daily newspaper in Nova Scotia, later was production control manager of Crain Printers, Ltd., in Ottawa. He came to Maclean-Hunter Publishing Co. in Toronto in 1945, became composition superintendent in 1946, and general printing superintendent in 1951. He is responsible for production of all Maclean-Hunter publications (over 50)

in the plant. He is a member of Ottawa Craftsmen, and a past president of Toronto Craftsmen.



they rely almost wholly on the selection and evaluation—the considered judgment—of subordinates. The matter has to be properly presented, of course. Very often, the way in which this information is presented will be the deciding factor in getting approval to purchase.

Generally, the plant superintendent or the plant manager is the workhorse of the team. He does the leading, but he has to have the rest of the team pulling with him. He needs everybody—workers, foremen, staff men, the people immediately above him. *We* buy equipment for *our plant*. Remember that point.

Generally, too, consideration given to the purchase of new equipment should not be rushed. There should be time to make a thorough check of all the factors. I think two months should be a minimum for light to medium equipment, and it might be as long as two years for very heavy equipment or a major change in process.

Let's consider the actual technique of buying. It is a technique, and it breaks down into several logical steps:

*First:* The need for a product is realized.

*Second:* Someone should make a survey of what is available.

*Third:* Select suitable equipment from what is available to fill the need.

*Fourth:* Estimate the cost of purchase, including installation, and the disposal of any old equipment affected. This, actually, is the amount of money needed to buy.

*Fifth:* Forecast expected output, cost of operating, overhead, and depreciation. This is the amount of money needed to operate the new equipment and also the amount we can expect to make with this equipment.

*Sixth:* Prepare the written report, or proposal to purchase. This is the recommendation that we want top management to approve.

*Seventh:* Get approval. Place the order. Tell the unsuccessful salesman why he didn't get the order. Howl for delivery.

*Finally:* Install the equipment, get it into operation, train the staff. Then comes the realization of the *full* potential of the new piece of equipment.

#### **Not Complicated at All**

Sounds complicated, doesn't it. Really, it isn't at all.

Let's consider each of the steps in some detail.

*First:* The need for a product. Obviously, it's going to vary at different levels, so let's start at the very bottom with the worker.

A compositor is using a pair of tweezers. He breaks them. They snap apart. He wants a new pair—quickly. A need is created.

A pressman is using a makeready knife. He's sharpened the blade till there's nothing left to sharpen. He's got to have a new one. Another need.

In the bindery, the last sharp drill is put in the spindle. It breaks. The operator has to have more drills. Still another need.

Let's move up a bit to the foreman level where choice and judgment are needed.

There are dozens of these small needs cropping up at the worker level every day. They are really supplies, not equipment, and they can be taken care of by the foreman easily. No real judgment is needed, selection is easy, approval automatic.

A Linotype operator finds that he has to run a font of mats out of a magazine every once in awhile, in order to run a spare font in for a special job. He does this two or three times, and then he asks the foreman to get him another magazine.

Another operator finds himself setting a lot of centered and short lines, where he has to do a lot of hand quadding. He begins to ask for a quadder.

An offset platemaker finds that his arc lights are not strong enough. It's taking him too long to get plates ready. Or he wants a bigger sink. He's not happy with the size of his stripping table. He wants better equipment.

The pressman finds he has trouble getting his form to ink properly. The rollers don't seem to keep halftones clean, and he has to stop to clean the plates too often. He wants to put the spare set of rollers in the press, and that means buying a new set.

A cutter operator sees his knives getting to the point where they won't stand much more sharpening. He talks to the foreman about replacements.

#### **Needs of Worker Important**

All of these are needs at the worker level. They are based on the fact that filling the need will make his job easier. That's the important thing to him. He's not particularly interested in the cost. He doesn't want a change in his way of working. He doesn't want anything any different to what he now has. But he *would* be willing to accept something different, if he thought it *would* make his job easier.

The foreman looks at it differently than the worker because he is conscious of cost and work volume as well as quality. The foreman must use some judgment in deciding whether to buy or not. Perhaps it is cheaper to run a font of mats out once in awhile and not spend money for a new magazine. Perhaps the rollers will stand another run. Or if they won't, perhaps he should buy another kind of roller instead of reordering what he has been using.

There's a choice; the foreman will be influenced by his previous experience, but usually he will buy from his regular source without too much checking of new things. It's easier for him to do it that way.

#### **Easier to Buy Something New**

Up to this point we are dealing with relatively small purchases. These are the bread and butter of the supply business. These are the things that keep the salesman alive when he can't get orders for new presses, new cutters, or new cameras. It is a sizable chunk of business, and I think the important thing for foremen to remember is that it gets to be easier to buy something new than to question the need for not buying. I think there are three questions we should ask ourselves when we write out a requisition. Will buying this thing reduce my cost? Will it help me do a better job without increasing my cost? Will it make the job easier without saving cost or improving quality?

If you can answer the first question with a definite "yes," buy it. The second one: if your quality *needs* improving and the job will pay for it, buy it. Making the job easier? Take a good long look at it. It's nice to have a shop where everything is easy, where all the machines are new and shiny, where pressmen can have new rollers for every job, where all the new gadgets to make work easy are bought right away. It makes a happy shop because the foreman has no problems regarding equipment.

The only trouble is that one day you will be sitting around thinking what a nice place you have to work in, and the shop down the street that still has the old frames, the old mangles, and the wooden work benches, will have all your business because it has kept its costs down, and you won't have a job!

Now we'll look at the new equipment field at the foreman-superintendent level.

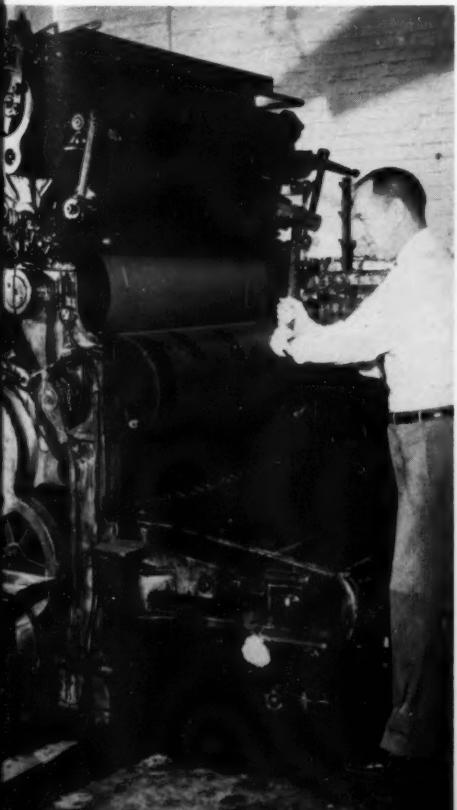
The comp. room foreman notes that the comps. never seem to have enough saws. Should he get another one? If so, what kind? Or should he eliminate the need for sawing by putting an automatic saw on his slug machines? Does he need a band-saw? How much will each cost, and how will it affect his over-all operation?

#### **Must Get Superintendent's OK**

He's got to talk that one over with the superintendent because he knows he will have to get approval.

In the bindery, the work on small folders falls behind. There's just too much stuff to be folded. The foreman works a lot of overtime, and he still has trouble keeping on top of it. He has a need for more equipment. Maybe he has pile feeders when stream feeders would do a better job. Should he turn in a small folder on a larger one? Does he need a different kind of folder? Will the volume of work last? What will all these things cost? He's got

If you are still operating obsolete equipment that is costing you too much, producing poor quality work, giving slow production, then it's time to use the sledge hammer





There are many new kinds of typesetting machines on the market. It will pay you to investigate new models of hot metal machines as well as new film typesetters

to get the superintendent in on this, too. He needs help.

The pressroom foreman has a different problem. Let's say he has a couple of fairly old single-color presses. They are used steadily, and they produce a good quality sheet. They are slow, and the feeders need a lot of adjusting. They have a tape delivery, and this gives trouble on some kinds of stocks. Spoilage is too high.

The foreman knows all about the new presses. He knows they are faster, with better feeders, and with chain deliveries. Pretty soon he's talking with the superintendent about getting rid of the old mangles and putting in something with which he can really do a job.

The superintendent knows about this, too. He has better knowledge of the overall situation, the work load, what's coming. He begins to wonder. Instead of changing the old single-color presses for new ones, maybe he should get a two-color. Or a larger press to replace two small ones.

#### Consider Bindery Operations, Too

Consider a bindery operation. You've got a saddle-stitch collator, manually-operated. You trim the job on a regular cutting machine. You're good at it, and it's an efficient operation. But there's too much work for it. You're simply snowed under by the volume. So you send some of it out to a trade bindery.

The foreman would like to have faster equipment—with automation instead of manual operation. He'd like a high-speed collator with a trimmer. Or he might consider the collator plus a separate three-knife trimming machine to take the product of two or three collators. He wants to run a double shift, and he has a problem working bindery girls through the second shift. He talks all these difficulties over with the superintendent.

The superintendent has to figure out what these alternatives will cost. He has to keep in mind the economics of buying new machines versus keeping the present ones and using a trade plant. He'll certainly want to know what volume of work is ahead as well as it can be forecast. He can check past production figures, but he will have to do some guessing on what he might be able to get out of new equipment. He must start finding out things beyond the confines of his own experiences.

This sort of thing is going on all the time in printing plants. It's a part of our job, and we should be just as good at it as we are at the daily routine of production. Management expects this of us.

What about the selection of the right piece of equipment?

One of the dangers in determining what new machines we should buy is the old bogey of resistance to change. I'll use presses as an example, but it applies to typesetting machines, bindery equipment, offset, and all the rest of it.

#### Stick With One Manufacturer?

If you are an offset man, and you have a line of one manufacturer's presses, and have worked with them over the years, your first thought will be to buy another of the same make.

It's the same thing with letterpress. If you have two or three of one make and have been happy with them, it's instinctive to want another one of the same kind. It's natural to want to stay with what you have, and there are many advantages in doing so. The men are familiar with them. You can switch the pressmen around with no need of extra training. Packings, plates, rollers, chases, are all the same. Jobs can be switched without changes. Maintenance is uniform. Why change?

We should approach any consideration to buy new equipment with an open mind. Here is an opportunity to increase output, to lower costs, to make more money for the company. That's what they are in business for. It's a chance to show management how much you really know about your operation, how good a grasp you have

of costs and production, how up-to-date you've kept yourself on your own job.

I would start by checking back over what has been produced for at least a full year. Sheet sizes and quantities of runs. The colors, and the kinds of paper. What are the finishing processes? Is most of the work going to be cut, or is it folded and bound? Is it job work, book work, or publication forms in uniform signatures? Have most of the forms been of a size that uses at least three-quarters of the maximum sheet size of the press? How many jobs could have been run on a smaller press with a higher running speed?

How long are the runs? If there are many long runs, would it be worthwhile to consider running more up on a larger sheet? What would this do to plate costs?

#### Will It Deliver Quality Work?

What about quality? Has it been consistently good? How many jobs have had to be rerun? How many jobs have you not scheduled, or have you taken off the press because the form was too heavy to ink properly? Will the feeder and delivery handle the full range of stocks you have used without excessive spoilage?

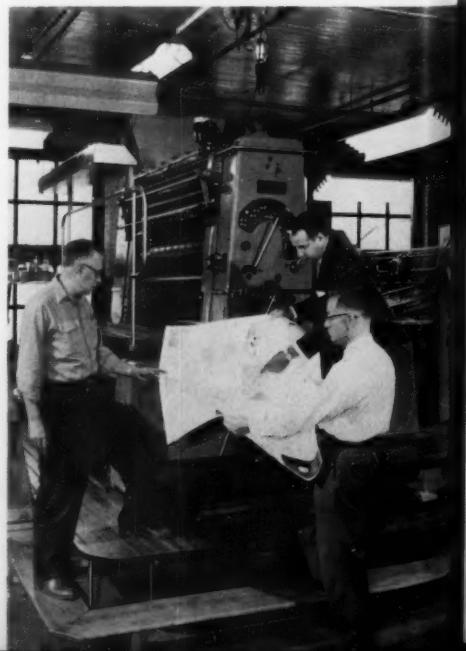
How is the running speed in relation to the average impressions produced per running hour? Do you run all jobs at the same speed, or is there good variation from week to week in the average number of impressions per running hour? There should be if your work load is varied. If you are running the same kind of work all the time, it should be constant and much closer to the press' top running speed.

When you get all of these facts together, you have a clear picture of what has been done. Now you may want to know what will be required in the future.

Management men will know what the general trend appears to be. They should be able to tell you that they expect about the same volume or a percentage of increase. Your sales personnel ought to have a good idea what they expect to sell. If there is anything big coming, or some-

(Turn to page 126)

Every printing press manufacturer has many models available. Get literature and study it carefully to determine needs of your plant. Do the same with other companies.



# How to Compute Life of Equipment

- Internal Revenue Service now insists salvage value be placed on all equipment fully depreciated
- Here are several tables that will help you to compute estimated life of machinery in your plant

Several requests have come to this office for depreciation rates in view of the fact that the Internal Revenue Service is now insisting that "Salvage" value be placed on all equipment and depreciation taken only to that amount.

You will find the following information of help in computing the estimated life of your equipment. Composite life applicable to the machinery is approximately 17 years. The general classification is as follows:

	Years
Printing department	20-25
Linotype department	17
Composing room	12
Assembling department	10
Photography department	10
Rotogravure department	17
Addressing and mailing machines	15
Balers, paper	17
Bindery machines	15
Blowers	15
Casting boxes	10
Casting machines: Lead and rule	10
Casting machines: Slug	15
Cranes	20
Cutters	20
Cylinders, finishing	20
Folders, rotary	20
Furnaces, melting	12
Galleys, steel and brass	5
Molders, curved plate	15
Pots, melting: electric	10
Pots, melting: Gas-fired	6
Presses: Hand	20
Presses: Power	25
Rolling machines	15
Routers	10
Ruling machines	15
Scorchers: Gas-fired	3
Scorchers: Electric plate	10
Shaving machines, plate	10
Stands, ingot	20
Stitchers	10
Stones, lithographing	20
Trimmers	15
Type faces, metal	6
Typesetting machines	20

*Office Equipment:* A composite life of about 15 years has been found applicable to office equipment. Where the equipment is segregated into groups, the following lives are recognized: safes, 50 years; furniture, fixtures and filing cases, 20 years; mechanical equipment, 8 years. Average useful life (years) of office equipment follows:

Adding machines	10	Fans, electric	10
Addressing and mailing machines	15	Folding and sealing machines	10
Billing machines	8	Hospital equipment	15
Binders, loose-leaf	20	Lamps, desk and floor	10
Blue-printing machines	15	Linoleum	8
Bookkeeping machines	8	Lockers	25
Cabinets and files	15	Lunchroom equipment	15
Calculators	10	Mirrors	20
Call system and communicators	14	Money machines	10
Cases: Book cases & display cases	20	Numbering machines	10
Chairs: Bentwood	5	Photographing machines	16
Chairs: Heavy	16	Pneumatic-tube machines	20
Check perforators	10	Racks and stands	15
Check writers	8	Rugs, carpets and mats	10
Cleaners, electric vacuum	6	Safes and vaults	50
Clocks: Time	15	Scales, counter and mail	10
Clocks, Time-stamping	10	Settees	13
Clocks: Wall	20	Shades, window	10
Coolers, water	10	Signs, board	10
Desks	20	Tables	15
Dictation machines	6	Typewriters	5
Duplicating machines	10	Wardrobes	20

## Comparison of Annual Depreciation Methods

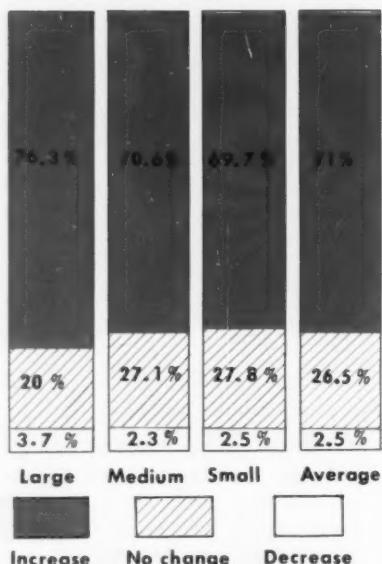
Showing the Effect of Changing  
from the Declining Balance Method to Straight Line  
at the End of the 10th Year

Asset Value \$1,000 depreciated Over 20 Years

Year	Straight-Line		Declining Balance		Declining Balance		Sum of Years' Digits	
	Year	Depr.	Res. Value	Depr.	Res. Value	Str. Line	Last 10 Yrs.	Depr.
1	\$50	\$950	\$100	\$900	\$100	\$900	\$95	\$905
2	50	900	90	810	90	810	91	814
3	50	850	81	729	81	729	86	728
4	50	800	73	656	73	656	81	647
5	50	750	66	590	66	590	76	571
6	50	700	59	531	59	531	71	500
7	50	650	53	478	53	478	67	433
8	50	600	48	430	48	430	62	371
9	50	550	43	387	43	387	57	314
10	50	500	38	349	38	349	52	262
11	50	450	35	314	34.9	314.1	47	215
12	50	400	32	282	34.9	279.2	43	172
13	50	350	28	254	34.9	244.3	38	134
14	50	300	25	229	34.9	209.4	33	101
15	50	250	23	206	34.9	174.5	29	72
16	50	200	21	185	34.9	139.6	24	48
17	50	150	18	167	34.9	104.7	19	29
18	50	100	17	150	34.9	69.8	14	15
19	50	50	15	135	34.9	34.9	10	5
20	50	0	13	122	34.9	0		

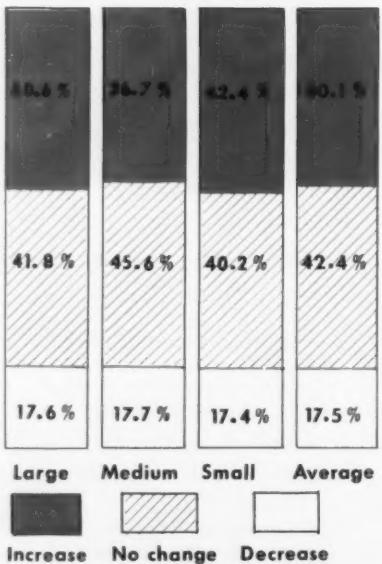
## Business Prospects

Next 12 Months



## Equipment Buying

Next 12 Months



## Letterpress Purchases

Large plants

Medium

Small

\$20,020,000

\$7,650,000

\$3,371,000

## Offset Press Purchases

Large plants

Medium-size plants

Small plants

\$30,700,000

\$29,010,000

\$8,778,000

# America's Printers and Lithographers To Buy Record Amount of Equipment

• They're overwhelmingly optimistic about business in next 12 months and ready to buy for needs

• Seven out of ten printers and lithographers see work increasing; a few expect little change

An Executive Survey by *The Inland and American PRINTER and LITHOGRAPHER*

America's printers and lithographers are overwhelmingly optimistic about their business during the next 12 months. They are planning to buy a record amount of new equipment.

They are placing their heaviest bets on machines for offset lithography, expecting to buy twice as many dollars worth of offset presses as letterpresses.

The combination offset-letterpress plant must now be considered typical. Two out of three plants now offer both processes; almost three out of four will do so within a year.

These are some of the conclusions proclaimed by U.S. executive-subscribers to this magazine in a mail survey completed July 15. At this deadline date the percentage of returns was 24%, assuring a scientific sample.

The survey shows that seven out of ten printers and lithographers expect the volume of their work to increase during the 12 months ahead. Only 2½% foresee a decrease in printing volume. About one in four expects no significant change.

Reflecting this expectation of increased business, more than 40% of printers and lithographers expect to increase their buy-

ing of new equipment compared to last year. Only 17½% expect to buy less equipment; approximately 42% expect purchases to be about equal with last year.

Reader optimism is uniform, regardless of plant size. Returns were broken down into three categories: Large plants, with 50 or more employees; medium-size plants, with 10 to 49 employees; small plants, including one-man shops up to those with nine employees. In each group almost identical ratios of executives expect business to be good. The proportions of those who plan to add or replace equipment are also similar.

Where executives have definite ideas about the equipment they plan to buy during the next 12 months, the survey questionnaire asked them to specify the number and approximate value of the major machines.

Naturally, among those who say they definitely will increase their expenditures, there are some who are not far enough along with planning to estimate sizes and costs. On the other hand, among those who expect to spend about the same or less than last year, many have a pretty good idea of what they plan to buy.

Almost 3,000 offset presses valued at nearly \$68½-million will be purchased in the next 12 months; 2,158 letterpress presses worth \$31-million will keep process very much alive

# And Lithographers Planning Plant Of New Equipment Soon

● **Heaviest expenditures going for offset equipment;**  
offset press purchases are double letterpress

● **Combination offset-letterpress plant now typical;**  
two out of three firms offer both processes

Specified major printing equipment purchases, projected to all subscriber-plants in this country, amount to \$147,689,000, according to the survey.

The average specified expenditure of large plants, spread among all subscribers with 50 employees or more, is almost exactly \$75,000.

The average medium-size plant, with 10 to 49 employees, plans to spend \$15,000.

The average of all small plants, up to nine employees, plans to spend approximately \$5,000 for specified machines.

Neither these averages nor any other figures quoted include amounts which will be spent for specialized or auxiliary equipment not covered by the questionnaire form.

New presses loom largest in buying plans. New offset or letterpresses alone total 5,135 with an estimated value of \$99,529,000. These new purchases approximate 9% of the 57,645 offset and letterpresses now operating in subscriber plants.

The continued rapid growth of offset-lithography is borne out by press-buying plans. Subscribing plants, which now operate 14,935 offset presses, plan to buy almost 20% of this number in the next twelve months—that is, 2,977 machines valued at \$68,488,000. The medium-size plant group is particularly enthusiastic about offset, planning to spend almost four times as much for offset presses as for letterpresses.

Among present exclusive letterpress printers more than one out of five expects to buy an offset press within the next 12 months, further increasing the high proportion of combination plants.

Today, among this magazine's subscribing plants (representing virtually every large and medium plant and a high proportion of progressive small shops), 8%

offer only offset printing and 25% offer only letterpress.

Within a year the number of exclusive offset plants will reduce slightly; exclusive letterpress plants will reduce by one-fifth. Plants offering both processes will number more than 72%.

Letterpress is a long way from being dead—or dying.

Starting with a present operating complement of 42,710 letterpresses, subscribers plan to buy 2,158, valued at \$31,041,000. These new machines represent about 5% of the total now in use.

Considering the industry's slowness in junking old equipment and the higher speeds of new machines, it is clear that these new purchases will increase letterpress capacity in the year ahead.

Among the process' special advocates it will be satisfying to note that the group of 1,030 largest plants are the most loyal to letterpress; they plan to invest almost 40% of their "press dollars" in letterpresses valued at \$20,020,000.

The survey suggests that the more specialized processes—gravure, flexography and screen process—are maintaining or increasing their positions in the graphic arts. The number of respondents mentioning any one of these is necessarily low. Cost of such equipment varies greatly. Hence, in the interest of accuracy, no precise projection of buying plans has been made.

It is safe to say that several million dollars worth of both gravure presses and flexographic presses will be bought. A substantial number of new screen process

## How Planned Purchases Break Down

The survey of this publication's subscribing plants indicated that planned purchases of new equipment in the next year would be:

### PRESS EQUIPMENT

Offset:	2,648 plants plan to buy 2,977 presses valued at \$68½-million
Letterpress:	1,761 plants plan to buy 2,158 presses valued at \$31-million
Gravure:	26 plants plan to buy 66 presses valued at \$3½-million
Flexographic:	42 plants plan to buy 62 presses valued at \$1-million
Screen Process:	132 plants plan to buy 136 presses valued at \$106,000

### COMPOSING ROOM EQUIPMENT

Hot Metal:	722 plants plan to buy 817 machines valued at \$9-million
Typesetters:	369 plants plan to buy 435 machines valued at \$8.8-million
Cold Type &	712 plants plan to buy 766 presses valued at \$2.133-million
Film Typesetters:	501 plants plan to buy 1,878 cabinets
Proof Presses:	505 plants plan to buy 592 saws
Galley Cabinets:	422 plants plan to buy 479 tables

### PLATEMAKING EQUIPMENT

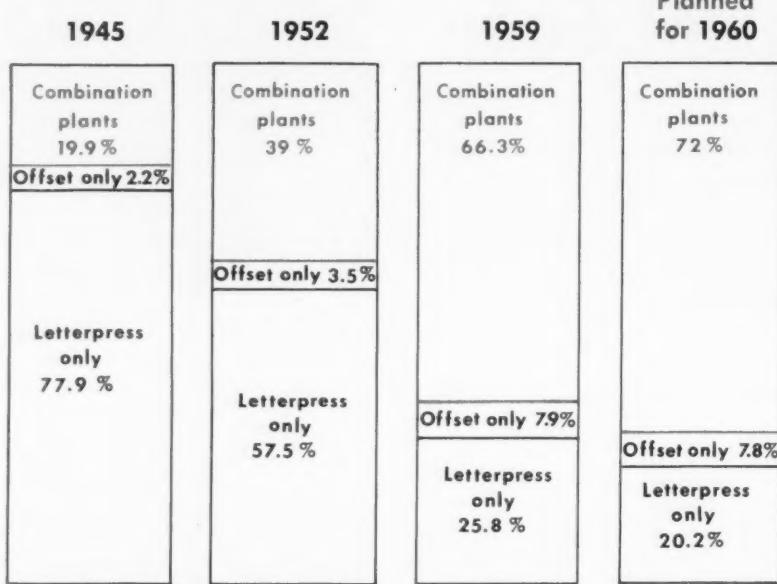
Cameras:	749 plants plan to buy 776 cameras valued at \$3-million
Arc Lamps:	740 plants plan to buy 1,103 lamps valued at \$844,000
Layout Tables:	577 plants plan to buy 692 tables valued at \$762,000
Printing Frames:	510 plants plan to buy 538 frames valued at \$468,000
Whirlers:	143 plants plan to buy 155 whirlers valued at \$287,000

### BINDERY EQUIPMENT

Folders:	643 plants plan to buy 668 folders valued at \$3-million
Stitchers:	354 plants plan to buy 356 stitchers valued at \$2.88-million
Collators:	382 plants plan to buy 386 collators valued at \$4.285-million
Paper Cutters:	629 plants plan to buy 656 cutters valued at \$7-million
Paper Drills:	232 plants plan to buy 232 drills valued at \$447,000

# Trends to Combination Plants

Among This Publication's Subscribing Plants



Combination offset and letterpress plants are on the increase as the above chart indicates. Note that in 1942 only 20% of this publication's subscribing plants had both processes, but by 1960 the figure will have shifted to 72%

frames will be added, particularly in small shops.

Composing equipment will account for more than \$20-million in new equipment purchases. Subscribers in 722 plants plan to buy a total of 817 hot metal machines, valued at \$9,040,000.

A remarkable interest in cold type machines of all descriptions—from those which are little more than specialized typewriters on up to the very largest—is indicated by a planned expenditure of \$8,805,000.

Judging from the number of respondents who estimated cold type machine prices at from \$30,000 to \$76,000, it seems clear that more than 100 purchases are planned in the "big machine" category, such as Fotosetter, Linofilm, Photon or Monophoto.

The survey indicates that 712 plants will buy 766 proof presses at a cost of approximately \$2,133,000. Because the dollar outlay for other composing equipment is less consequential, a considerable number of buyers have not thought enough about their requirements and costs to permit accurate analysis of answers.

Disregarding these and counting only those who do have a clear idea of what they plan to buy, it is indicated that 501 plants will purchase 1,878 galley cabinets; 505 plants will buy 592 saws; 422 plants will buy 479 line-up tables.

The planned purchases of platemaking equipment indicate further the growing importance of the offset operation in the typical subscribing plant.

Cameras worth \$3,060,000 will be bought by 749 plants. These 776 new

cameras figure out as one for every six of the 4,589 now in use. Arc lamps worth \$844,000 will be bought by 740 plants. Layout tables worth \$762,000 will be bought by 577 plants. Printing frames worth \$468,000 will be bought by 510 plants.

Paper cutters will take a large portion of the dollars for bindery equipment: 629 plants will buy 656 cutters, valued at \$7,079,000. Expenditures for new folding machines to total \$2,931,000; stitchers, \$2,888,000; paper drills, \$447,000. Spending for collators, ranging from small semiautomatics to rotary collators, is estimated at \$4,285,000.

The foregoing figures represent the expected purchases of this publication's subscribers in the United States ONLY. Since subscribing plants include virtually every large and medium-size plant and most progressive small ones, the statistics set forth here should correspond rather closely with those for all the industry.

As in most industries the large plants produce the great share of printing and buy most new equipment. This study shows that the 11% which make up our group of largest plants will buy 50% of the new equipment during the year immediately ahead.

The less than 50% of large and medium-size subscribing plants will account for more than 85% of new equipment.

This is not to depreciate the progressiveness of small operators. Actually the \$20,724,000 they plan to spend represents the largest proportionate increase in capital investment of any of the three groups.

Whether big or small, most men in printing are thinking big today.

—J. J. O.

## How Subscribers Outlined Problems

Several of those replying to questionnaire outlined problems; it was impossible to tabulate them but here are a few high spots

Several respondents who had not made final decisions about buying plans outlined their problems instead of answering our questions. These were impossible to include in our tabulation, but some of them make interesting reading. Here are brief quotes from different replies:

"We're going to buy a rotary press for newspapers. Haven't made up our minds whether to get another letterpress or go offset."

"Very interested in photopolymer plates; can't say what we'll do about it yet."

"Don't know whether we'll buy cold type equipment. We may lease it."

"I'm eager to get more info on the wraparound letterpress. It sounds like it could be the answer for us."

Many buyers, particularly in large plants, volunteered purchase plans of equipment not covered by the questionnaire. For example, one listed book sewers, trimmers, rounders, backliners, etc., worth \$117,600.

Two specified tag presses worth more than \$200,000. Several mentioned combination collating-stitching-trimming machines. None of these purchases—or any other items not covered by the questionnaire—is included in the figures quoted in this summary.

THE INLAND  
AND AMERICAN

# PRINTER and LITHOGRAPHER

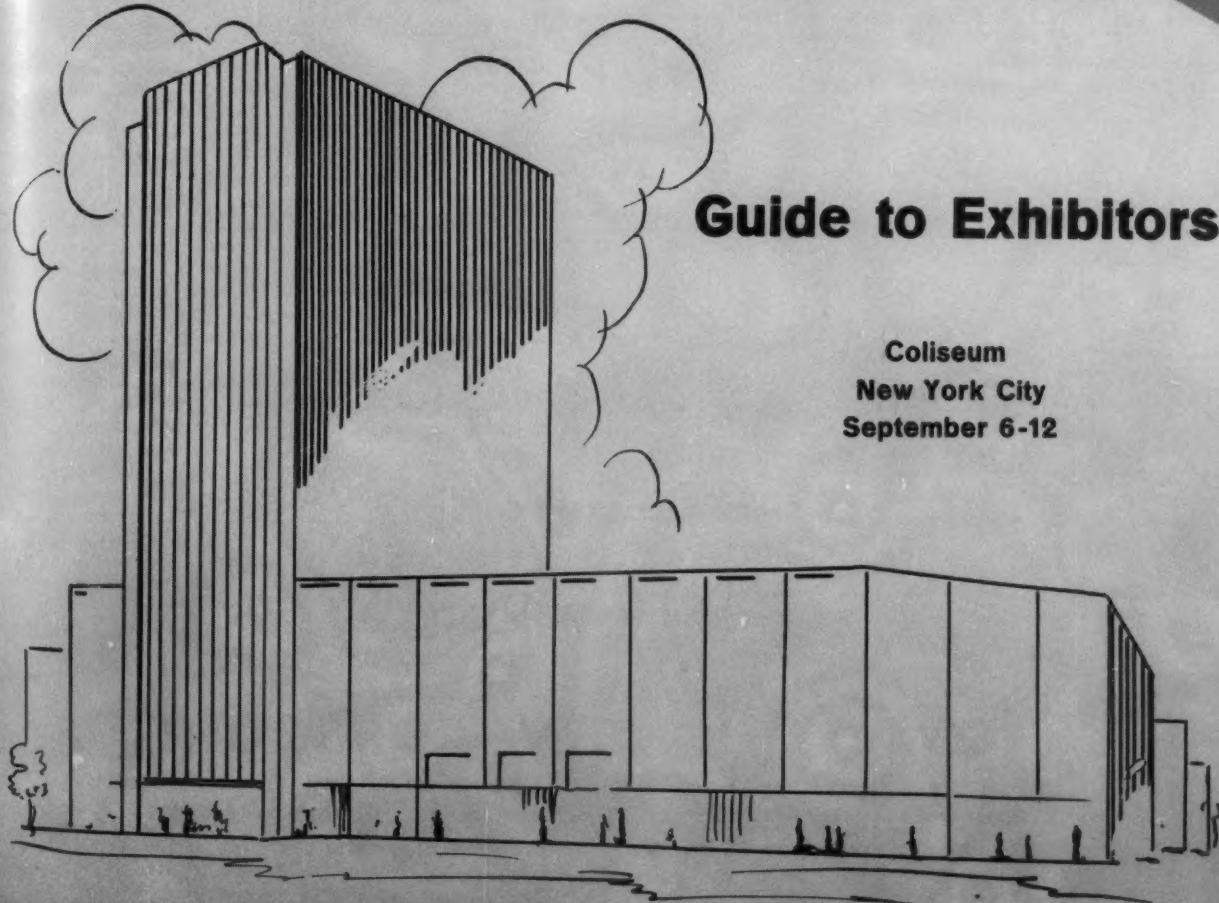
*The Leading Publication in the World of Offset-Letterpress Printing*

Presents

## Seventh Educational **Graphic Arts Exposition**

### **Guide to Exhibitors**

Coliseum  
New York City  
September 6-12



# Guide to Exhibitors

• **Addressograph-Multigraph Corp.**, Booth 152. Class 1250 Multilith offset press, Model 1278 Multilith offset press, and Multigraph Model 660 Accra feed collator.

• **G. J. Aigner Co.**, Booth 159. AICO special title indexes, reinforced loose leaf sheets, and filing guides. Personnel: C. W. Clemen, G. J. Aigner, Alwin C. Aigner, William H. Silberstorff, Vernon Wiberg, J. George Aigner, Clyde Aigner, Harold Atwood.

• **American Speedlight Corp.**, Booth 109. Ascorlux Pulsed Xenon arc lighting equipment.

• **American Steel Chase Co.**, Booth 310. Newspaper chases, standard and elevating newspaper trucks, job and flatbed chases, brass galleys, patent base perforating rule, chase truck.

• **American Type Founders Co.**, Booth 338. Chief 226, 2 color 20x26", offset press; Chief 126, 1 color, 20x26", offset press; ATF Solna 24" perfecto offset press; Senator 32, 32 $\frac{1}{4}$ " paper cutter with electronic spacing; Chief 15, 1 color offset press, two models, chain delivery and chute delivery; Chief 20, 1 color offset press; Green Hornet, 2 color, 11x17", web offset jobber press; business forms press, 22x26 $\frac{1}{2}$ "; gravure proof press, 42" cylinder width; ATF Hadego photocompositor; ATF typesetter; Chief 24, 1 color offset press; Super Chief, 23x30" 1 color offset press; ATF foundry type; Flo-Mix and Liqua Spra non-offset systems, and auxiliary equipment for complete offset plant. Personnel: D. G. Manley, Douglass E. Murray, Edward A. Zickert, Henry Searles, James Metcalfe, Charles Brumfeld, Arthur R. Bink, and W. Howell Lee.

• **Amsterdam Continental Types & Graphic Equipment, Inc.**, Booth 180-181. S&S flatbed offset proof press, Kalle flatbed offset press, Will 24" automatic perforator, 36" Printax paper cutter, composing room equipment, camera equipment, and type faces.

• **Anchor Chemical Co., Inc.**, Booth 171. Typewash Wash R228, solvents for special inks and plastic and nylon printing plates, conditioners and cleaners for rollers and blankets, grease and stain removers for phototypesetting and hot typesetting equipment. Personnel: Albert Berliner, E. S. Jasser, Martin Hollander.

• **Appleton Machine Co.**, Booth 108. Hot spot carbonizing equipment. Personnel: Eugene Doven, P. W. Lenke, F. C. Arnold, William Boas, Lowes DeWeese, H. N. Field, Jerome Kinoy, C. L. Koerner, Jerry LeVan, P. J. McNee, H. L. Wendshub, D. H. Militzer, N. L. Roberts, R. W. Stevens, R. E. Weimer, William Schoenberg, C. J. Garrity, Tom Stip.

• **Atlantic Numbering Machine Co.**, Booth 411. Numbering machines, proof press, Ubro back stripper, perforator, round cornering machine, precision type-high Bacher gauges. Personnel: Theodore Weiss, Sol Friedman, Henry Lutz, William Kane.

• **Atlas Vertical Filing Systems division of Atlas Stencil Files Corp.**, Booth 205. Slide index hanger for larger offset plates, negatives, artwork, etc.; vertical filing cabinets and hangers for offset plates, stencils, layouts, etc. Personnel: K. C. Wallace, W. E. Tabb, Jr., K. J. Tabb.

• **Azoplate Corp.**, Booth 105-A. Pacemaster negative working acetate/paper plate, Enco negative working aluminum pre-sensitized plates, Enco positive working plate.



C. W. Clemen  
G. J. Aigner Co.



D. G. Manley  
American Type Founders

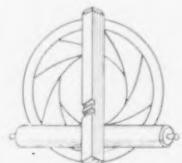


Albert Berliner  
Anchor Chemical Co., Inc.

Eugene Doven  
Appleton Machine Co.

Vincent Giannone  
Bauer Alphabets, Inc.

Ted C. Ringman  
Sam'l Bingham's Son Mfg.



• **Banthin Engineering Co.**, Booth 311. Banthin No. 20 Lithomatic offset press. Personnel: J. F. Banthin, Earl Larsen, W. W. Krause, H. M. Sanford, L. A. Delibro, L. O. Lieberg.

• **Bauer Alphabets, Inc. and Bauer Presses, Inc.**, Booths 310A-311A. Twenty-two imported typefaces and Korrex Super Royal No. 10 precision proof press. Personnel: Vincent Giannone, Irving Watkins, V. Harand.

• **Russell Ernest Baum, Inc.**, Booths 164-168. Goldmine Baum-folders, Satellite model 17 $\frac{1}{2}$ x22 $\frac{1}{2}$ ; 20x26, and 36x48, both new. Other models also. Personnel: R. E. Baum.

• **Sam'l Bingham's Son Mfg. Co.**, Booth 343. Shamrock roller, Extron, polyurethane roller, and rubber, composition and urethane rollers. Personnel: Ted C. Ringman.

• **Brandtjen & Kluge, Inc.**, Booth 149. Kluge, 10x15", 4-roller, automatic press; Kluge, 12x18" 6-roller automatic press; Kluge, 12x18", 6-roller, combination diecutting and printing automatic press. Personnel: Ted Rudy.

• **B. H. Bunn Co.**, Booth 217. Multipurpose, 16" package tying machine and 20" newspaper package tying machine.

• **Challenge Machinery Co.**, Booth 353A. Challenge 37" paper cutter with power back gauge and automatic spacer, 30" power cutter, 19" power cutter, paper drilling equipment, Model GP reproduction proof press, radiant heat proof dryer, and composing room supplies. Personnel: J. Clifton Carr.

• **Champlain Co., Inc.**, Booth 118. "Champlain Carton Maker" integrated rotogravure press. Demonstration will be held at firm's Roseland, N.J., plant.

• **Chandler & Price Co.**, Booth 153-155. Pilot, Model N, side delivery automatic press with automatic stop; 12x18" cylinder press, 14 $\frac{1}{2}$ x22 super heavy duty press, 19 $\frac{1}{2}$ " lever paper cutter, 26 $\frac{1}{2}$ " lever paper cutter, 23" full hydraulic cutter with automatic spacer, 26 $\frac{1}{2}$ " hand clamp hydraulic knife, 30 $\frac{1}{2}$ " full hydraulic cutter with manual spacer, 37" automatic cutter.

• **Chemco Photoproducts Co., Inc.**, Booths 192-193-204. Marathon 24" roll film camera, Olympian 31" roll film camera, Dow-Chemco Model 510 powderless etching machine, Kopr-Matic powderless etching machine, films and chemicals. Personnel: A. J. Powers, S. B. Anson, C. H. Larsson, Nicholas Minottie, K. F. McNeil, R. J. Darcy, H. K. Marshall, Robert McDonald, A. J. Paulson, E. O. Fontaine, Art DiSabato, E. G. Forest, W. Clackworthy.

• **Consolidated International Equipment and Supply Co.**, Booths 144, 157, 158, 169, 170. Camera equipment, phototypesetting machine, electronic engraving machine, paper cutters, flatbed rotary letterpress, sheet fed gravure press, bindery equipment.

• **Craftsman Line-up Table Corp.**, Booth 400. Standard line-up and register table; precision Photo-Lith layout table, litho-offset utility table. Personnel: George H. Charnock, Jr.

• **Crawley Book Machinery Co.**, Booths 393-394. Crawley-Sieb thumb indexing machine, No. 1 building-in machine, No. 6A building-in machine. Personnel: Arthur Crawley, David Frey, and Charles Bondurant.

• **Crosfield Electronics, Inc.**, Booth 201. Inktron, an ink control system, Gammatron, an automatic developing machine, predictor color register controls, pre-printed web inverter controls, Iodotron ink density controls.



Ted Rudy  
Brandtjen & Kluge, Inc.



J. Clifton Carr  
Challenge Machinery Co.



A. J. Powers  
Chemco Photoproducts Co.



George H. Charnock, Jr.  
Craftsman Line-up Table



Harry Higgins  
Didde-Glaser, Inc.



W. R. Puglisi  
Orville Dutro & Son, Inc.

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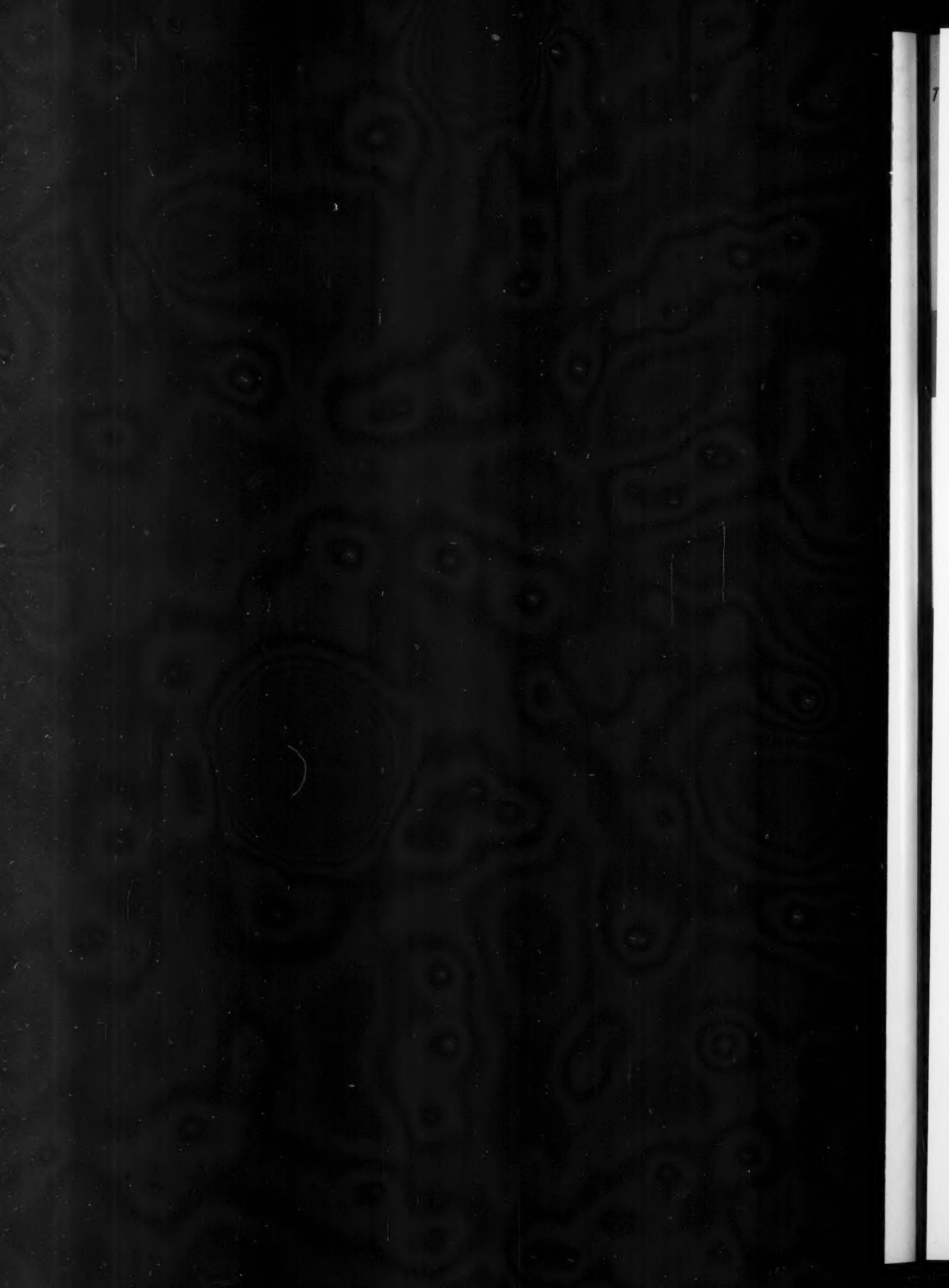
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John McMaster  
Eastman Kodak Co.



E. P. Tracht  
Fairchild Graphic Equipment



Morton Friedman  
Filmotype Sales Co.



I. J. Borowsky  
Foster Manufacturing Co.



Henry C. Becker  
Gane Bros. & Co. of N.Y., Inc.



Harold W. Gegenheimer  
William Gegenheimer Co.

- **Dayton Rubber Co.**, Booth 375-376. Dayco letterpress and lithographic rollers, lithographic blankets, color separators, fountain dividers, Daycollan synthetic rollers.
- **Dexter Publications**, Booth 391. Examples of house organs which can be used by printing and typesetting houses.
- **Didde-Glaser, Inc.**, Booth 187-188. Model 71-1G, 7 station Speed-Klect gathering and gluing collator, Model 51-11, 5 station dual-stream Speed-Klect collator, Buffalo and Rolong perfect binding equipment. Personnel: Harry Higgins.
- **J. E. Doyle Co.**, Booth 398. Sheet and web vacuum cleaners, sheet and web infrared dryers, and Statikil. Personnel: Donald J. Doyle, Harry J. Ketcham, L. J. Brunswick, Harry P. Schmidt.
- **E. I. duPont deNemours & Co.**, Booths 402, 412. Dycril photopolymer printing plate, and 12 types of Cronar graphic arts films.
- **Orville Dutro & Son, Inc.**, Booth 139-140. 1713 20R-S 2-color web rotary offset press with number and imprinting unit, perforating units, carbon attaching device, rewinder; Speed-Flex 6-station rotary collators. Personnel: W. R. Puglisi.
- **Eastman Kodak Co.**, Booth 316. Color Information Center. Personnel: John McMaster, Fred Messner, E. H. Potts, Gerald Smith, Carl Anderson, Paul Chasey.
- **Embossograph Process Co.**, Booth 377-378. Cyclone automatic Embossographer, gift wrap paper line, Sno-Puff effect process, Rayz-Glo fluorescent raising powers. Personnel: Julius Bloom, William McGlone, Herbert Lipsius, Fred Nicotera, Thomas Mason.
- **Fairchild Graphic Equipment, Inc.**, Booth 148. Electronic color separation, halftone engraving, Teletypesetter, and linecasting equipment. Personnel: E. P. Tracht, J. A. V. Hyatt, K. A. Sylvester, W. B. Condit, Frank Nardozzi, S. Viejo, R. Lee, J. Callahan, S. Dean, and D. Gillispie.
- **Filmotype Sales Co.**, Booth 392. Filmotype photocomposition machine. Personnel: Morton Friedman.
- **Wm. A. Force & Co., Inc.**, Booth 370. Numbering, marking equipment. Personnel: W. A. Force, III, John Nelson, W. F. Adams, Jr., George Talbot, Herbert Greer, Heinz Woitke, L. V. Martin.
- **Foster Manufacturing Co.**, Booth 183. Proof presses, composing room, photocomposing, and storage equipment; bindery, stock, and galley transfer trucks. Personnel: I. J. Borowsky.
- **Friden, Inc.**, Booth 105. Justowriter tape operated composing machine, Flexowriter automatic writing machine, adding machines, calculators, office machines.
- **Fototype, Inc.**, Booth 308. Printed type characters on precut stock and composing stick for positioning characters.
- **Gane Brothers & Co. of New York, Inc.; Gane Brothers & Lane, Inc.**, Booths 145, 146. Cutting, binding, stripping, stitching machines, and other bindery equipment. Personnel: H. C. Becker.
- **Gast Manufacturing Corp.**, Booth 117. Rotary vacuum pumps for camera backs, vacuum frames, press feeds, collators, folders.
- **William Gegenheimer Co., Inc.**, Booth 334. Baldwin Press washers, ink fountain agitators, variable control water stops, roller water stops, water levels. Personnel: H. W. Gegenheimer.
- **General Binding Corp.**, Booths 367, 368. Electric plastic binders, punching machines, typewriter-size automatic laminators, loose-leaf plastic bindings. Personnel: Robert Donahue.

• **Gibson Machine Mfg. Co.**, Booth 313. Rotary card cutter, sheet collating machine.

• **The M. P. Goodkin Co.**, Booth 407. Lucikon Model D-Lux 18" camera and Lucikon opaquing, stripping and layout table.

• **Graphic Arts Employment Service**, Booth 304. Forms and literature for employers and employees concerning the firm's employment service. Personnel: Helen M. Winters.

• **Hamilton Manufacturing Co.**, Booth 119. Formliner (unit to make rules on negatives); vacuum printer; layout, retouch, dot etch, makeup, and bindery tables; publication cabinet; form truck. Personnel: H. A. Nack, W. A. Friedrich, C. H. Rippe, W. D. Bruemmer, and R. H. Schneider.

• **Hamilton Tool Co.**, Booths 381-383. Single web, three-color, rubber plate business forms press; continuous form rotary type imprinter.

• **Hammermill Paper Co.**, Booth 199. Large press sheets and finished printed jobs on Hammermill papers using Neutracel pulp, displays of packaging features of Hammermill Graphicopy papers.

• **Hammond Machinery Builders, Inc.**, Booths 364, 365. Trim-Osaw trimming and sawing units, EasyKaster metal casting units, and the Hammond PlateShaver. Personnel: Fred Kraft.

• **Harris-Intertype Corp.**, Booths 350, 352. Personnel: Harold W. Beder.

Harris-Seybold Co. Harris Wrap-Around rotary letterpress, offset presses, power paper cutters. Personnel: C. A. Loegren.

Intertype Co. Automatically operated typesetting machine, Fotosetter photocomposing machine, Fotosetter for producing engineering diagrams. Personnel: R. B. Daigle.

The Cottrell Co. Photographs, slides, and other visual representations of web magazine and offset presses and sheet-fed rotary letterpresses. Personnel: S. C. Saunders.

Lithoplate, Inc. Alum-O-Lith presensitized offset plates and lithographic chemicals. Personnel: B. L. Menne.

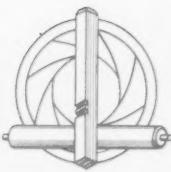
Macey Co. Six-station saddle gathering machine, side gathering machine, flat-sheet collating machine, Stitch-A-Fold jogging, stitching, and folding unit. Personnel: C. F. Shaffer.

• **George Hantscho Co., Inc.**, Booth 116. Visual representations of web offset presses including a perfecting press with four roll stands and two folders, a four unit press with sheeter and folder, and a two unit press with rewind. Personnel: George Hantscho, Eugene Kling, E. G. Ryan, Ralph Hantscho, Walter Hantscho, Douglas Eaton.

• **Heidelberg Eastern, Inc.**, Booths 346-349. Two Original Heidelberg platen presses, two platen cutter and creasers, one platen combination printer and die-cutter, two one-color cylinder presses, two two-color cylinder presses, one cylinder cutter and creaser. Personnel: W. P. Lauffs.

• **Heller Roberts Manufacturing Corp.**, Roberts Numbering Division, Booth 196. Flatbed type-high, and over type-high numbering units with Jumbo numbers; high-speed rotary heads operating under power; rotary heads with nylon wheels; rotary heads for carbon form numbering.

• **Herbert Products Inc.**, Booth 194. Static eliminating device, an instrument for static detection, glass panel-type and quartz-type heaters for rapid ink setting, infra-red and hot-air ovens, gas and



Robert Donahue  
General Binding Corp.



Helen M. Winters  
Graphic Arts Employment Service



Howard Nack  
Hamilton Manufacturing Co.



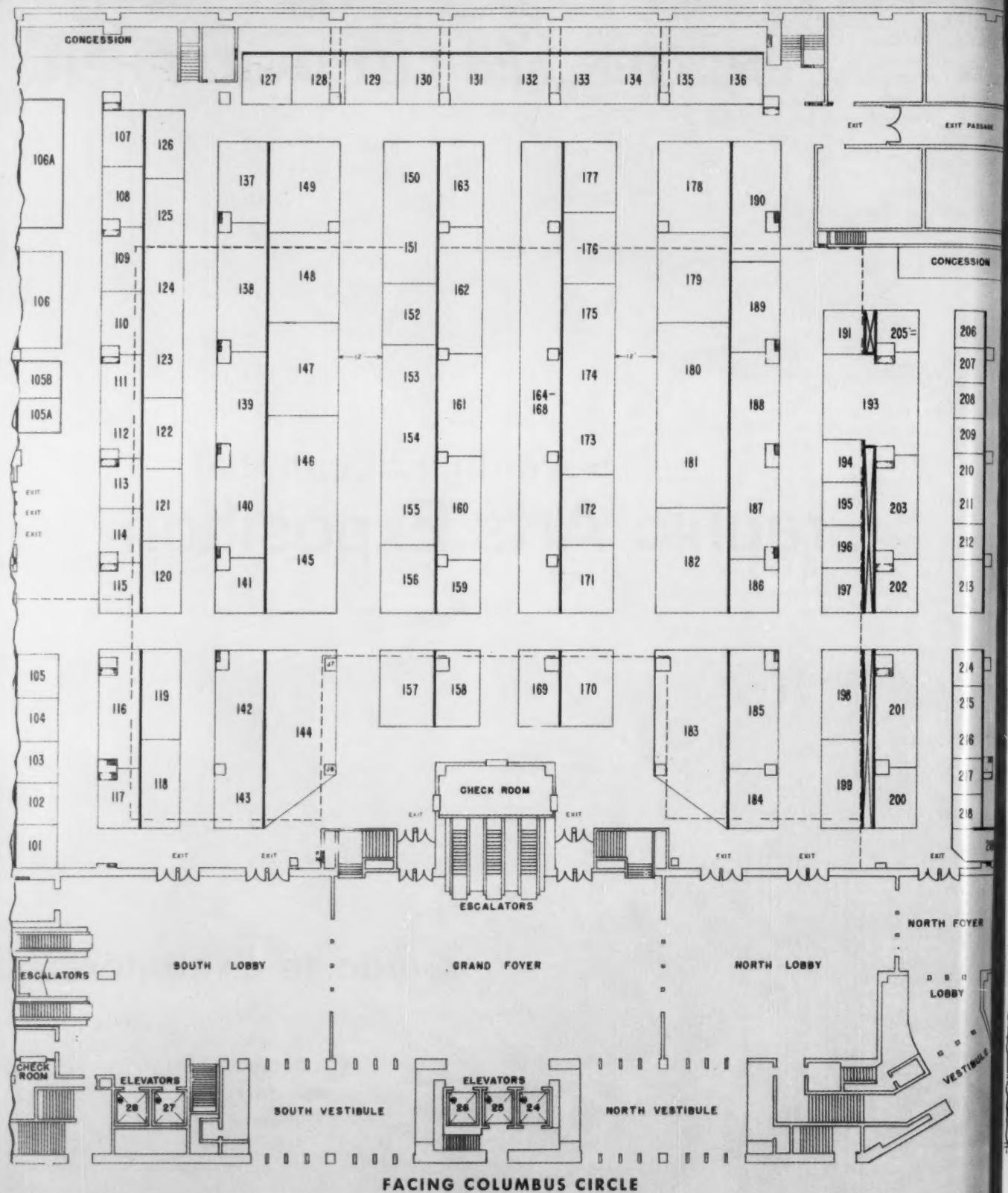
George Hantscho  
George Hantscho Co.



Harold W. Beder  
Harris-Intertype Co.

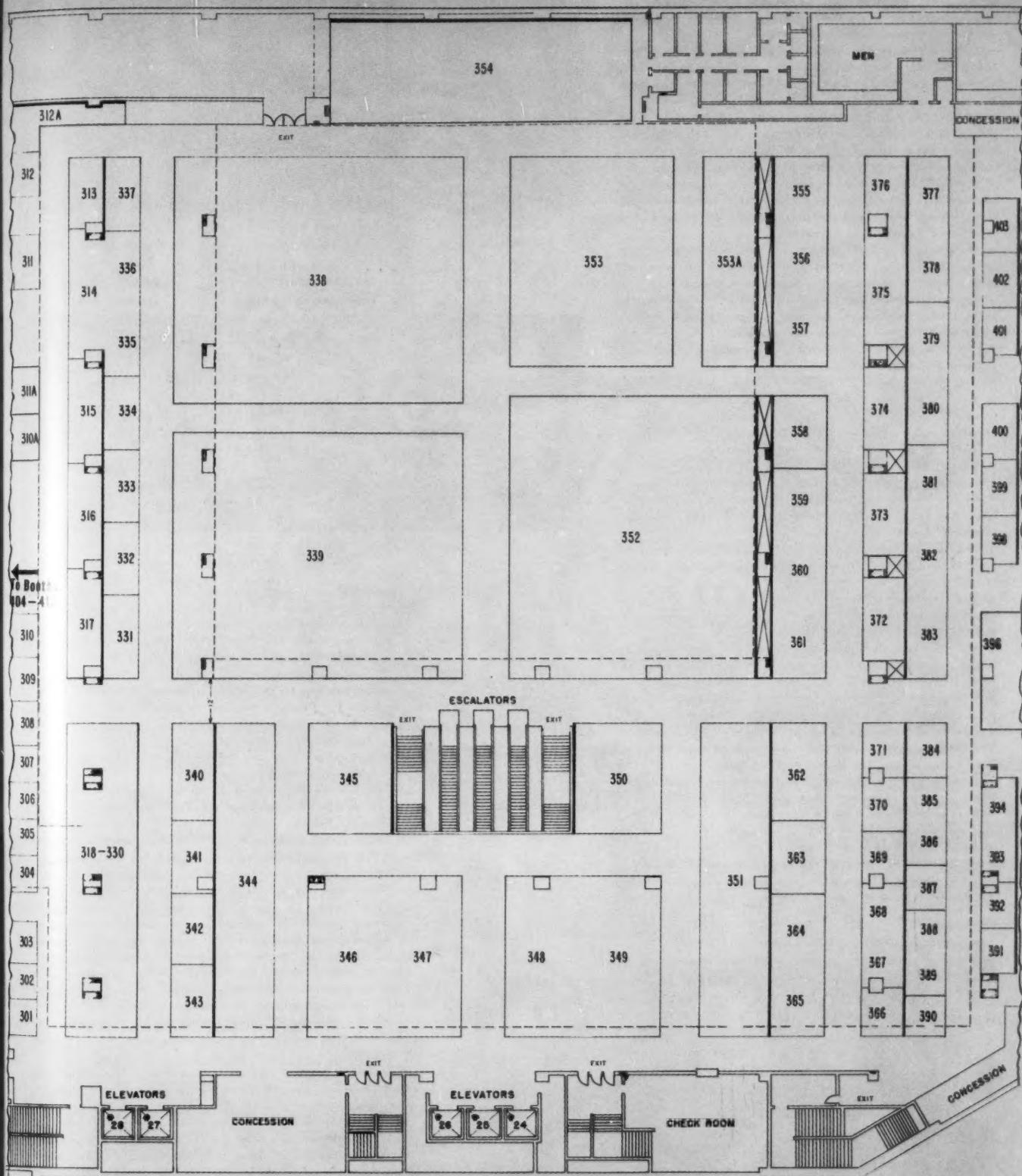


W. P. Lauffs  
Heidelberg Eastern, Inc.



# First Floor Plan New York City Coliseum

**Mezzanine floor (includes Booths 219-230) is above Booths 127-136 at top of page**  
**Various graphic arts associations are on the Mezzanine**



## Second Floor Plan

# New York City Coliseum

Be sure to visit Booth 390, *The Inland and American PRINTER and LITHOGRAPHER*  
 Opposite concession booth at lower right corner of drawing

electric heaters for web- or sheet-fed presses, and heat control devices. Personnel: W. C. Herbert.

• **Ideal Roller & Manufacturing Co.**, Booth 231. Lithographic rollers, letterpress rollers, rotogravure impression rollers, etc. Personnel: Norman L. Rowe.

• **Kenro Graphics, Inc.**, Booth 127. Vertical 18" camera, Vertical 14" Companion camera, Vertical 24" camera, equipped with accessory prismatic and xerographic heads and vacuum backs. Personnel: Kenneth B. Beattie.

• **Kimberly-Clark Corp.**, Booth 200. Educational booklets, folders and other trade aids. Personnel: R. A. Brabbee, Lyle Landrum, H. J. Staley.

• **Kleen-Stik Products, Inc.**, Booths 210-211. Multiple-Tape applicator, pressure sensitive tapes, and "Pressure-Sensitives At The Point-of-Purchase" movie. Personnel: Jerry Zalkind, Gerald E. Cole, George Collons, Len Milke.

• **Henry P. Korn Associated Inc.**, Booth 374. Dreissig flat bed bronzing and dusting machine model, Littlejohn router, Unilight arc lamp, Photovolt transmission and reflection instrument, Schwede auxiliary rotogravure equipment, Nutran Plexiglas trays. Personnel: Henry P. Korn.

• **Lake Erie Machinery Corp.**, Booth 363. Acraplate rubber and plastic molding press.

• **Lanston Monotype Co.**, Booths 318-330. Monophoto, Monotype, Material Maker, Giant Caster, allied and auxiliary equipment. Personnel: Carl Sorensen.

• **Leiman Bros., Inc.**, Booth 403. Rotary positive vacuum and pressure pumps, curved vane pump, integral pump, double cylinder vacuum and pressure pump. Personnel: J. R. Whipp.

• **Lloyd Associates, Ltd.**, Booths 123-125. Ehlermann fully automatic Fanflex binder and Ehlermann combination collator/gatherer, Model #200.

• **LogElectronics Inc.**, Booth 369. Photo-electronic vertical camera, LogElectronic Model B-10 enlarger. Personnel: Richard N. Johnson.

• **Ludlow Typograph Co.**, Booth 334. Typograph machine with matrix cabinets, matrix sticks, matrix fonts, Supersurfacers, and She-Hi slug sheer; Elrod caster with self-contained water-cooling system; Brightype camera and auxiliary equipment. Personnel: Robert W. Buckley, John O. King, R. Hunter Middletown, Lawrence J. Mick, George L. Morrison, O. W. Asbell, Shepley Cleaves, Fred J. Ferrari, Wesley Lantis, Clay A. Wellman.

• **Macbeth Arc Lamp Co.**, Booth 301. Constantarc Mark 50 cameras and printing lamps, Zenarc pulsed xenon arc lamps, Satelite lamps for eight-inch carbon trim. Personnel: C. A. O'Brien, Irene Eachus, Irredell Eachus, Jr., L. L. E. Smith, R. S. Wengenroth, E. E. Tobias, E. C. Cunningham, M. Thompson, H. M. Voke.

• **Mergenthaler Linotype Co.**, Booth 353. Linofilm photocomposition system, Comet Linotype, Blue Streak Model 29 Mixer, Model 35 Linemaster Linotype. Personnel: Paul S. Chisholm.

• **Davidson Corp.** Tandem Dual-A-Matic offset press for bank check printing including magnetic sorting numbers, Dual-Lith 251 demonstrating process printing, Dual-Lith 233 running dry offset with Davengraving printing and embossing process, Dual-A-Matic 233 press running two Dav-A-Mat paper masters at one time,



W. C. Herbert  
Herbert Products, Inc.



Norman L. Rowe  
Ideal Roller & Mfg. Co.



Kenneth B. Beattie  
Kenro Graphics, Inc.



R. A. Brabbee  
Kimberly-Clark Corp.



Jerry Zalkind  
Kleen-Stik Products, Inc.



Carl Sorensen  
Lanston Monotype Co.

Embee folding machine, Pro-Type photocomposing equipment and catalog of 25,000 type faces and styles.

• **Miehle-Goss-Dexter, Inc.**, Booths 339, 345. Personnel: Carlton Mellick.

Miehle Co. Miehle Vertical; Lithoprint No. 20; 30-inch, 2-color rotary; 29-inch, 2-color offset; 25-inch offset; presentation describing 54/77 offset, claimed as world's largest.

Lawson Co. Rapid Trimmer, semi-automatic trimmer, 40-inch cutter, Regent cutter, indexing drill, Hi-Speed drill.

Dexter Co. McCain Saddle-Matic stitcher, Dexter-McCain E19 unit, Dexter WW folder, Dexter OS folder, Dexter arm gatherer.

Goss Co. and Mercury Engineering Corp. Visual representations of equipment for magazine, newspaper, and cartoon production.

• **Miller-Lauffer Printing Equipment Corp.**, Booth 202. Tally-Tab "1000" automatic counter and tab inserter and the Counter predetermined counter.

• **Miller Printing Machinery Co.**, Booth 354. Single-color and two-color letterpress and offset presses in various sizes. Personnel: F. G. Betlock.

• **Minnesota Mining and Manufacturing Co.**, Booths 130-134. Printing Products Division. 3M dampening system; Spherekote tympan covers, blankets, and drawsheets; 3M makeready system; 3M lithographic plates. Personnel: E. J. Kane, C. W. Goodshell, E. S. Nederostak, A. J. Huber, J. R. McClintick, C. L. Jewett.

Industrial Trades Tape Division. Paklon-backed, double-coated, paper lithographers' tape; No. 400 Scotch double-coated paper tape; Scotchweld bonding film; No. 235 photographic tape. Personnel: D. J. Joyce.

Mid-States Gummed Paper Co. Really Flat gummed paper, Prone label paper, Green Core gummed tapes. Personnel: W. G. Bretson, R. J. Wesley, D. K. Huebner, D. W. Matthesen, R. C. McFarland.

Personnel of the 3M technical group: M. L. Gebhard, Dr. J. F. Dowdall, Dr. R. N. Flesch, A. E. Raymond.

• **Monomelt Co.**, Booth 303. Double "M" magnesium base finished to a specified height of plus or minus .001.

• **Kenneth J. Moore & Co.**, Booths 215, 216. Gluemaster gluer and coater with automatic feed; margin gluer; Gluemaster and Rotomaster combining press and dewarping machine; Gluemaster label pasters, book back gluers, and roll to roll laminators; Flexographic printing press. Personnel: Kenneth J. Moore, William McLaughlin, Jr., Christopher Kaepplinger, Mrs. Walter Stoots.

• **The Moreland Corp.**, Booth 121. Shamrock cushioned and solid rubber rollers, Extron rollers, R.O.P. and Five Star Final rubber rollers. Personnel: W. F. Anglemyer.

• **The Morrison Co.**, Booth 384. Model 3-A, 45, and Special saw trimmers; slug stripper; router; mortiser; type high planer. Personnel: G. F. Morrison, E. H. Arpe.

• **Mosstype Corp.**, Booth 186. D-Mount rubber plate cylinders with removable shafts, Mounter-Proofoer machine for setting up and preproofing rubber plate jobs off the press, examples of halftone printing and stock designs from rubber plates and design rollers. Personnel: A. R. Bradie.

• **New Era Manufacturing Co.**, Booth 147. Photographs of the various models of a multi-process press and samples of work done on it, plant demonstrations at 233 Central Ave., Hawthorne, N.J.



Richard N. Johnson  
LogElectronics, Inc.



Robert W. Buckley  
Ludlow Typograph Co.



C. A. O'Brien  
MacBeth Arc Lamp Co.



Paul S. Chisholm  
Mergenthaler Linotype Co.



Carl Mellick  
Miehle-Goss-Dexter, Inc.



F. G. Betlock  
Miller Printing Machinery Co.



B. Beattie  
graphics, Inc.

orensen  
onotype Co.



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C. McFarland.  
hard, Dr. J. F.

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Alexander R. Bradie  
Mosstype Corp.



Ralph N. Nolan  
Nolan Corp.



Henry C. Nygren  
Nygren-Dahly Co.



Carl Turk  
Ortman-McCain Co.



Gordon Wilson  
Oxy-Dry Sprayer Corp.



E. N. Godshall  
Photon, Inc.

of 9x12 press set up for tags and labels and a 16-inch machine for producing data processing cards.

**Graeber Stringing & Wiring Machine Co.** Whirlwind 185 automatic tag stringer and knotter; plant demonstration at Hawthorne, N.J., of Graeber patch and eyelet, and stringing and looping machines.

• **Nolan Corp.**, Booth 371. Full-page SuperCaster, one-ton remelt furnace and automatic pot loader, heavy-duty radial router, shell plate finisher, proof press, working scale model of two-ton remelt furnace. Personnel: R. H. Nolan.

• **NuArc Co., Inc.**, Booth 315. FT-62, 50x62-inch flip top plate-maker, largest of six models; motor-driven arc lamps; Hi-Lite automatic arc lamps; light tables; darkroom light equipment; File-O-Matic plate storage and record cabinets; Rapid Printers; combination units. Personnel: Henry Weisman, John Schultheis, Red Koren, and Joe Fontanella.

• **Nygren-Dahly Co.**, Booths 150, 151. N-D 26-inch perforator-feeder-jogger, 36-inch perforator with McAdams feeder and jogger, multiple- and single-spindle paper drilling machines, 24-inch hand-fed perforator, punch machine, Multiflex printer-sheeter. Personnel: H. C. Nygren, D. C. Nygren, R. H. Nygren, Conrad Gruber, Harold Steeno.

• **Ortman-McCain Co.**, Booth 373. Four portable spray units demonstrating dry spray, low pressure Stop-offset liquid spray, Waxit Stop-offset hot wax spray; Non-skid spray applicator. Personnel: Carl Turk.

• **Oxford Paper Co.**, Booth 189. North Star coated papers produced by the trailing blade method; demonstrations of sales slogans "Printing papers for books, magazines, commercial printing, business forms and packaging" and "Oxford Papers help build sales."

• **Oxy-Dry Sprayer Corp.**, Booth 362. Ink set-off prevention sprayers, atom-jet sprayer for smaller installations, electronic static electricity neutralizer, display of web fed sprayer in operation. Personnel: G. W. Wilson.

• **Parsons & Whittemore Graphic Corp.**, Booth 101, 102. Enlarged photographs and schematic drawings of Cerutti rotogravure presses, color slides showing close-up sectional views, specifications on all Cerutti models.

• **The Pate Co.**, Booth 207. Nelson cost cutter saws, New Breidenbach safety saw, Bordamat attachment for Elrod, Lawson's "So Useful" ROP stereo gauge, Spacesaver magazine rack.

• **Photon, Inc.**, Booth 182. Photon photocomposing machine, Memory Keyboarder, samples of composition produced with Photon equipment, demonstrations of makeup with film and photographic paper. Personnel: E. N. Godshall, W. W. Garth, Jr., William Baumrucker, Jr., Durham Miller, J. L. Armstrong.

• **Pittsburgh White Metal Co., Inc.**, Booth 302. Type metals, fluxes, gauges, form register tables, lineup tables, register galleys, two-sided adhesives, bases for engravings. Personnel: W. J. Meier.

• **Pneuma-Flo Systems Inc.**, Booth 113. Non-offset Powder Spray units with Automatic Refill Design container, Pneuma-Flo 134 spray gun, Brookfield Viscosel automatic viscosity control system. Personnel: Morton Weiss, E. A. Mitchell, George Mitchell, Louis Laska, Gene Simmons, Thomas Tice.

• **The Portland Co.**, Booth 103. Chapman Statomatic and other static eliminators. Personnel: F. E. Hanscom, D. E. Hardy, Z. S. Blanchard, J. J. Sapp, G. E. Mansfield.

• **The Printing Machinery Co.**, Booth 350. Sterling toggle hook and base system, PMC Warnock rotary hook system, PMC die-cutting machine, Taylor Registerscope, PMC Flinker fountain dividers, PMC Warnock positive lock bronze quoins, PMC scarifying machine. Personnel: Lee Augustine, Clarence Brestel, J. K. Carlin, J. C. Lawless, L. D. Metz.

• **Puglisi-Dutro, Inc.**, Booth 137. Two-color Journeyman web offset press with double-ending device enabling printing of two colors each side when web is processed through press; accessory items, including rubber plate proof press, core cutter, perforator and slitter sharpener, and rubber plate curving machine. Personnel: W. R. Puglisi.

• **Radio Corp. of America**, Booths 404-405. RCA electro-type-setters, newspaper conveyors, newspaper counting systems, tape combiners and editors.

• **Rapid Roller Co.**, Booths 388-389. Letterpress, offset, newspaper and gravure rollers, and Mercury lithographic blankets. Personnel: B. P. Nilles, Dewey D. Kallison.

• **R&P Chemical and Supply, Inc.**, Booth 115. Premium offset platemaking chemicals and Tuff-Line surface plate chemicals.

• **Regency Thermographers**, Booth 195. Photo lettering process, Heliograving process, social and commercial stationery samples.

• **J. A. Richards Co.**, Booth 341. MEST printers saw, ESDTMS electrostatic saw, ESDTMS electrostatic saw, RSC clipper rolling table saw, #6 hydraulic bender, #5CBC-B bender-cutter, XLMC bender, #4HDC bender-cutter, #5HDSB bender-cutter, #4BCT bender, #3Ac Atlas cutter, MMC miter-cutter, RBM bridger, heavy duty bridger, M1-B tubular router, PMR router, and electro sealer. Personnel: Paul A. Richards.

• **Repro Graphic Machines, Inc.**, Booths 111-112. Klimsch auto-focus cameras, horizontal and vertical types. Personnel: Carl J. Joos, Karl W. Schumacher, and Karl Groh.

• **Robertson Photo-Mechanix, Inc.**, Booths 314, 335, 336. 31" Tri-Color overhead camera, 24" Comet camera, 24" Model 480 camera, 16x20" Model 320 camera, 14x17" vertical Meteorite camera, platemaking equipment, processing equipment for DuPont photopolymer plates, and Electrostatic camera. Personnel: D. Thomas Kennedy, D. Franklin Keller, Leonard S. Florsheim, Jr., Donald K. Stull, Clifford J. Mitchell, Walter Wanielista, Charles Sippel, William Beck.

• **Rolled Plate Metal Co.**, Booths 192, 193, 204. Zomo-Zinc, Zomag, A-Z Alloy, Owl Brand and Micro-Metal and Micro-Mix photoengravers' metals.

• **F. P. Rosback Co.**, Booths 355-357. Jet '20' Perforator, #206 gang stitcher, twin feeding 30" automatic slot rotary perforator, auto-stitcher and gathering saddle, and combination machine. Personnel: F. C. Roosevelt.

• **H. B. Rouse & Co.**, Booth 197. Plate saw, vertical miterer, band saw, type mortiser, and hand tools.

• **Royal Zenith Corp.**, Booth 128. Royal Zenith 30" offset press, 23" offset press and 18x25" offset press. Personnel: Jerome L. Reinitz.



Morton Weiss  
Pneuma-Flo Systems, Inc.



Frank E. Hanscom  
Portland Co.



Lee Augustine  
Printing Machinery Co.



B. P. Nilles  
Rapid Roller Co.



Paul A. Richards  
J. A. Richards Co.



D. Thomas Kennedy  
Robertson Photo-Mechanix

- **William B. Rudow**, Booth 104. Rubber suckers, plastic hose, brass suckers, fiber gears, fluffer wires, pin wrenches, nuts, bolts, springs, etc. Personnel: William B. Rudow.
- **Rutherford Machinery Division**, Sun Chemical Corp., Booth 185. Ruth-O-Matic automatic photocomposing machine. Personnel: Michael Annick, Ward E. Brigham, Dewey Miro, William Quinones, Robert L. Eckert, David Lauder, Edward E. Reed.
- **Schriber Machinery Co.**, Booth 122. One color offset forms press with 11" cylinder circumference and 18" web width, and literature on business forms production equipment. Personnel: Louis Schriber, Henry C. Webendorfer, C. Joseph Schaefer.
- **T. W. & C. B. Sheridan Co.**, Booth 396. Martini semi-automatic book sewing machine, inserter-stitcher-trimmer combination machine, Magnacraft tipping machine. Personnel: Fred Tipson, T. S. Clark, W. E. Seaman, Victor Sawyer.
- **Simco Co.**, Booth 333. Shockless air bar, Neutrostat air gun, ionizing air nozzles, anti-static spray, Electrostatic locator, and static eliminating equipment. Personnel: Dolph Simons.
- **Smyth Manufacturing Co.**, Booths 142-143. Rounding and backer machine, lining-up machine, casing-in machine, forming and pressing machine, jacketing machine. Personnel: C. E. Brainard, F. S. True, N. W. Taylor, H. A. White, J. A. Daley, J. O. McCahon, J. Thorp, Eric A. Boon.
- **Southworth Machine Co.**, Booth 340. Power corner cutter, power punching machine, envelope press, various heads, L-2 hydraulic portable lift table, humidifier, paper handling system. Personnel: Stuart W. Tisdale, H. Theodore Hawkes, J. Murray Smart, George F. Thurber, Jr., J. T. Renshaw, John W. Jackson.
- **Star Parts, Inc.**, Booth 342. Selectro-matic quadders, economy and mechanical quadders, accessory and equipment line.
- **Strong Electric Corp.**, Booth 126. Tri-Power, 3-phase carbon arc printing lamp, Grafarc 140 Ampere printing lamp, Challenger camera lamp.
- **Thomas Collators Inc.**, Booth 190. Rotomatic, 50 station, automatic collator, and other automatic collators. Personnel: George W. Oliver, Jr.
- **Thomson-National Press Co., Inc.**, Booths 173-175. Style 9, 28x41", combination action Thomson cutting and creasing press, and SP-1080-E, 30x42" Bobst autoplaten.
- **Ti-Pi Co.**, Booth 312. Engraving rubber and plastics, tools for cutting engravings, and an engraving demonstration. Personnel: H. A. Dawley.
- **Tirfing Printing Machinery, Inc.**, Booth 366. Tirfing 48 letterpress, Viking 48 letterpress. Personnel: Alfred E. Heydenreich.
- **Transkrit Corp.**, Booth 309. Hot wax spot carbonizing specimen portfolio, and samples of business and industrial forms, tax bills, labels, checks, etc. Personnel: Fred Neubauer.
- **Typefounders, Inc.**, Booth 305. Foundry type, antique and exotic types and ornaments. Personnel: Charles Broad.
- **Vacumatic North America, Inc.**, Booth 106. Mark II, Mark V-A, and Mark VIII paper counting machines.
- **Vandercook & Sons, Inc.**, Booth 351. Universal I, 15x24" test press; Universal III, 18 $\frac{3}{4}$ x28", test press; Universal IV, 32 $\frac{1}{2}$ x29 $\frac{1}{2}$ " press; Vandercook 425 page safe electric proof press; Vandercook 13-28 galley safe electric proof press; Vandercook 319 underfeed



Jerome E. Reinitz  
Royal Zenith Corp.



Dolph Simons  
Simco Co.



H. Theodore Hawkes  
Southworth Machine Co.



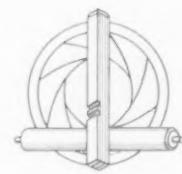
H. A. Dawley  
Ti-Pi Co.



Alfred E. Heydenreich  
Tirfing Printing Machinery



Fred Neubauer  
Transkrit Corp.



power proof press, and Vandercook minimum makeready system. Personnel: E. O. Vandercook, O. F. Duensing, R. G. Bogdan, Gustav Zeese, Frank Casey, Henry Hochuli, Ray Saunders, Joseph Koyai.

• **B. Verner & Co., Inc.**, Booth 172. Multipress imprinting machine. Personnel: Anthony J. Saraceni, William Nocito, Charles Karol, Frederick Hoenig.

• **Virkotype Corp.**, Booths 135-136. Vertical press with a Model L-15 automatic Virkotype machine, Model V-12 standard, Model V-12 automatic glitter machine, and Model H hand process machine. Personnel: Philip Masterpool.

• **Walton Laboratories, Inc.**, Booth 198. Humidifiers. Personnel: John B. Feldermann and J. R. Lewis.

• **S. D. Warren Co.**, Booth 410. Warren negative-working fotoplate and Warren direct-image fotoplate. Personnel: Chester A. Gramstorff.

• **Martin J. Weber Studio**, Booth 161. Examples of color poster work, fine line renderings, bas-relief, mezzotint, step and repeat pantograph designs, three tone and multicolor line produced from continuous tone originals. Personnel: Martin J. Weber.

• **Weco Trading Co.**, Booth 208. Perfex plastic tympan sheets and press blankets for letterpress and proofpress, Duplophon-Duplofix-Duplolex, pressure sensitive, double-sided plate mounting tapes, "Stop" or "Blank" typographic numbering machines, Fine-Lay rubber sheeting, Rollotex and Tucovel dampening roller coverings, paste form gold inks with varnish, Perfast double faced stall band mounting tapes. Personnel: S. J. Weening.

• **Western Newspaper Union**, Booths 359-361. Holmers vertical press and #24 Aurelia-Commander offset press. Personnel: Carl F. Seiffert.

• **Wetter Numbering Machine Co.**, Booth 214. Giant numbering machine, 2x2x2', operated by an electric motor, numbering heads, miniature numbering machine. Personnel: James B. Longshore, Jr., M. C. Kalata, William Green, Robert Williams, Austin Reisenberger.

• **Wild & Stevens, Inc.**, Booth 214. Composition, sleeve-type composition, vulcanized oil rollers for letterpress and offset, rubber rollers for letterpress and offset, Clear-Print plastic roller for letterpress and offset. Personnel: Robert B. Arbuckle.

• **Williamson and Co., Inc.**, Booth 177. Platemaster hydraulic molding press, rubber and plastic printing plate materials, Red Top asbestos matrix sheet, Thermosetting plates. Personnel: Wesley K. Anderson.

• **Zimmer Printers Supply Co., Inc.**, Booth 138. T-51 color unit for 1250 Multilith presses, Universal stripcaster, Universal broaching machine, Acme-Morrison Model "P" multiple head sticker, Nygren-Dahly multiple head paper drill, Plastico plastic binding, Bar-Plate step and repeat machine, photocomposing register machine, Bar-Plate power driven elevating vacuum frame. Personnel: Edwin Zimmer, Jack Hayden, Jose Daigle, Alfred Zimmer, Conrad Zimmer, George Amend, Sidney Maier, James McEvoy, Ralph Wallace, Peter Cosmo, Layton Smith, Bertram Shaw and Judd Rex.



E. O. Vandercook  
Vandercook & Sons, Inc.



Anthony J. Saraceni  
B. Verner & Co., Inc.



Philip Masterpool  
Virkotype Corp.



S. J. Weening  
Weco Trading Co.



Carl Seiffert  
Western Newspaper Union



Robert B. Arbuckle  
Wild & Stevens, Inc.

# PIA Convention Will Stress Changes

• PIA's 73rd annual convention scheduled for Waldorf-Astoria Hotel in New York City, Sept. 7-11

• Speakers will discuss changes in markets, products, equipment, and methods of printing industry

The 73rd annual convention of the Printing Industry of America, Inc. will concern itself primarily with the changes taking place in the markets, products, equipment, and methods of the printing industry and with printers' ability to meet these changes successfully. It will be held in the Waldorf-Astoria Hotel, New York City, Sept. 7-11.

The convention will also be closely connected with the Seventh Educational Graphic Arts Exposition to be held in the New York Coliseum Sept. 6-12. PIA president Kurt E. Volk of Kurt H. Volk, Inc., Bridgeport, Conn., will participate in the official opening of the exposition on Sept. 6. The following day, the first day of the PIA convention, is called PIA Day at the equipment show by the association. It will be devoted entirely to registration and visits to the exposition. Furthermore, all convention sessions have been scheduled for the morning, leaving each afternoon of the convention free for visits to the show.

The convention's first session, on Tuesday, Sept. 8, will be addressed by Lt. General Leslie R. Groves, vice-president of Remington-Rand, a division of Sperry Rand Corp., Stamford, Conn. He will be the keynote speaker at the convention and will open the session which will center on the theme, "Alertness to Change." General Groves' remarks will be supplemented by Moorhead Wright, manager of operations at General Electric Co.'s Management Research and Development Institute at Os-sining, N.Y.

Convention delegates will also hear talks by PIA secretary Frank F. Pfeiffer, president of Reynolds and Reynolds Co., Dayton, Ohio, and J. Homer Winkler of the Battelle Memorial Institute, Columbus, Ohio. The session will be opened by Mr. Volk and chaired by PIA's manage-

Francis N. Ehrenberg (left) is president of the Union Employers Section of PIA. Gerald A. Walsh is secretary. Section will hold its annual meeting as part of PIA convention in New York



ment advisor Edward J. McSweeney of New York City.

The session will discuss the necessity for management to equip the industry for future needs and will point with particu-

"I Was a Slave in Russia," in which Mr. Noble will stress the value of maintaining free, competitive enterprise.

The sessions of the Union Employers Section will center on the exposition and



Frank Pfeiffer

B. J. Taymans

lar emphasis to changes that have already occurred as revealed by the displays at the exposition.

PIA's two industrial relations sections, the Master Printers and the Union Employers, will hold their meetings on the mornings of Sept. 9 and 10. The Master Printers Section will feature a talk by Representative Clark McNeal, Iowa legislator and chairman of the Iowa House Labor Committee. His discussion, entitled, "It Can Happen Here—in your City and Plant," is said by PIA to be a challenge to open-shop management. Walter B. Pet-ravage, manager of the business relations department of the United States Chamber of Commerce, will speak to open-shop management in a talk showing how businessmen can work more effectively to change political trends.

The Master Printers Section will also hear an address by John Noble entitled

Printing Industry of America's national officers include (above, left to right) Walter F. McArdle, vice-president; Kurt E. Volk, president, and H. N. Cornay, treasurer. Frank Pfeiffer is secretary. B. J. Taymans is general manager with offices at 5728 Connecticut Ave., N.W., Washington

the theme, "Management Equips for Tomorrow's Needs." The two UES sessions will consider ways to increase productivity and an approach to the problems of jurisdiction associated with new processes and new equipment.

A panel on "Increased Productivity" will be chaired by Joseph Chenko, general manager of Condé Nast Publications, Greenwich, Conn. A panel on jurisdiction (Turn to page 160)

Carey Dowd III (left) is president of PIA's Master Printers Section which will meet at same time as parent group in New York in September. Donald E. Sommer is secretary with offices in Washington





ALBERT L. KOLB  
President



THOMAS L. COOPER  
Vice-President



MARK H. CARTHERS  
Treasurer

## International Craftsmen Meet in New York Sept. 5-9

The International Association of Printing House Craftsmen will celebrate its 50th anniversary at its 40th annual convention Sept. 5-9 in New York City's Hotel Statler. Three programs, for men, women, and teenagers, have been planned to make the convention interesting and valuable for all Craftsmen as well as their families.

The convention will begin with the general opening session Saturday evening, Sept. 5, in which the Rev. Benjamin Kuhn, O.F.M., and A. E. Giegengack, general manager of National Graphic Arts Expositions, Inc., will address the Craftsmen. The session will be followed by an "In Old Manhattan" party in a "Gay Nines" atmosphere.

Sunday afternoon, the Craftsmen will participate in the official opening of the

7th Educational Graphic Arts Exposition at the New York Coliseum and will spend the rest of the day touring exhibits.

Various administrative meetings, which will include the credentials, finance, and officers' reports committees, plus a convention business session will be held Monday morning. The educational program for the Craftsmen will begin after these meetings with a Golden Anniversary Clinic chaired by Thomas L. Cooper, vice-president of the association. The clinic will include the following topics:

*The Composing Room*—Alexander Lawson, coordinator of letterpress courses at the Rochester Institute of Technology, Rochester, N.Y., will discuss the latest developments in Photon, Fotosetter, Lino-film, Monophoto, Brightype, ATF Typesetter, Fairchild Teletypesetter, and RCA Electro-Typesetter.

*Letterpress Engravings*—Dr. Marvin C. Rogers, graphic arts management consultant, Chicago, will speak on powderless etching, electronic scanners, electronic engravers, and photopolymer plates.

At left and below are members of Craftsmen's board of governors. The terms of Alfred T. Peters, Robert M. Edgar and J. Ernest Ducharme will expire this year. Candidates for those posts are Robert M. Ritterband, West Los Angeles, Harry Sims, Oakland, Calif.; Harold E. Sanger, Chicago; Roy Gurney of Toronto, Ontario, Canada

*Litho Platemaking*—Charles Shapiro, educational director, Lithographic Technical Foundation, New York City, will point out new developments and techniques related to cameras, films, electronic scanners, and all types of lithographic plates.

*Duplicate Platemaking*—J. Homer Winkler, technical advisor for the Battelle Memorial Institute, Columbus, Ohio, will discuss the latest developments in electrotyping and in the manufacture and use of plastic and rubber plates.

The clinic will end at noon; the educational program will not be resumed until the following morning.

Committee meetings and another business session Tuesday morning will be followed by the Golden Anniversary Clinic Number 2, chaired by Alan S. Holliday, chairman of the Craftsmen's technical commission. Speakers and topics, all related to latest developments, will be as follows:

FERD VOILAND, JR.  
Past President



Robert M. Edgar



Alfred T. Peters



Harry M. Faunce



J. Ernest Ducharme



Harry C. Link



Michael Imperial





A. R. Tommasini of Berkeley, Calif., past president of IAPHC, won Benjamin Franklin plaque awarded annually by *The Inland and American Printer and Lithographer* to "Outstanding International Craftsman of the Year" at 1958 IAPHC convention in Detroit. Balloting among the International officers, board of governors, and district representatives to determine 1959 winner has just been concluded. This year's plaque will be awarded at New York convention, Sept. 5-9.

**Letterpress Pressroom**—Edward J. Triebe, executive vice-president, Kingsport Press, Kingsport, Tenn.

**Litho Pressroom**—Speaker to be announced later.

**Packaging** (including gravure and flexography)—Edward Luscombe, manager, carton division of the Miehle Co., division of Miehle-Goss-Dexter, Inc., Chicago.

**Binding and Finishing**—Peter de Florez, president, de Florez Co., Inc., New York City.

The golden anniversary luncheon on Sept. 8 will celebrate the founding of the Craftsmen's movement in 1909. Albert L. (Turn to page 150)

PEARL E. OLDT  
Executive Secretary



## Many Graphic Arts Organizations To Meet During 7th Exposition

### International Association of Electrotypers and Stereotypers

The 62nd annual convention of the International Association of Electrotypers and Stereotypers, Inc. will be held at New York's Biltmore Hotel, Sept. 7-10. It will feature visits to plants in the area, to the New York School of Printing, and to the 7th Educational Graphic Arts Exposition.

Although the convention officially begins on Monday morning, Sept. 7, several committee sessions and the annual meeting of the board of directors will be held on Sept. 6. Registration will also begin on Sept. 6.

The first session on Sept. 7 will concern itself with "what to look for" at the exposition. It will present representatives of manufacturers in the letterpress and duplicate plate fields who will explain their new products on exhibit.

The annual awards luncheon for the association's self-advertising exhibition will also be held Monday. Members, guests, and their ladies are invited to attend. The 1958-59 exhibition will be on display in the Biltmore Hotel.

Members will spend Monday afternoon at the exposition in New York's Coliseum.

Tuesday's morning session will include several educational and management presentations by industry leaders. That afternoon members will go to the New York School of Printing to view its facilities and to hear two addresses on printing education. They will also visit the new letter-

press plate exhibit of the Photo-Engravers Board of Trade of New York City.

In its Wednesday session the educational program will feature a review of current



Walter C. Deye (left) is president of the International Association of Electrotypers and Stereotypers. Floyd C. Larson is executive secretary

and new products and analyze their advantages and disadvantages. The meeting will also review letterpress progress and promotion and indicate methods to further development of the industry.

Wednesday afternoon will be set aside for visits to plants, for return trips to the 7th Educational Graphic Arts Exposition, or for visiting SPECTRA '59, the International Graphic Arts Exposition, at the New York Trade Show Building.

An address which the association says will be of unusual interest to the duplicate plate industry will begin the Thursday morning session.

### International Typographic Composition Association

International Typographic Composition Association officers forecast a record attendance at their 40th annual convention Sept. 9-12 in New York City.

Featured at the first of three morning sessions at Hotel Park Sheraton will be a talk by Dr. Robert H. Roy, dean of the School of Engineering at Johns Hopkins University, and author of *Management of Printing Production*. He will show slides to illustrate his discussion of composing room production, its measurement and improvement.

Scheduled to speak during the second session are George L. Robbins, assistant manager of New York Employing Printers Association's cost and accounting department, and Martin L. Secof, consultant with the Central Underwriters Agency, Forest Hills, N.Y. Tax influences on present-day financial management is the topic assigned to Mr. Robbins. Mr. Secof will tell how to appraise and insure business assets. The final morning program calls for small group symposiums on a wide variety of management matters concerning the graphic arts industry.

Serving as chairmen will be ITCA president Walter R. Adamson, Mono Lino Typesetting Co. Ltd., Toronto, Ontario; first vice-president Clarence E. Harlowe, Harlowe Typography, Inc., Washington, D.C., and second vice-president Henry J. Wolf, Service Typographers, Inc., Chicago. John W. Shields, John W. Shields, Inc., Bridgeport, Conn., is treasurer.

All past presidents will be honored at a luncheon on Sept. 10. Awards for best

(Turn to page 166)

Walter Adamson (left) is president of International Typographic Composition Association. William E. Switzer is secretary of the association



# PIA Ratio Study Shows Profit Still Declining

The Printing Industry of America's 36th Annual Ratio Study again reflects declining industry profits. The study of the industry's financial ratios, soon to be released by PIA, is the largest the organization has made to date and covers 856 firms and \$595-million in sales.

The study shows that profit on sales after taxes, according to corporate reports, is 2.68%, indicating another year in

which profits have declined. The drop occurred in spite of a 2.34% increase in sales among companies submitting comparative sales figures.

Again, the trend of high-profit companies was maintained. Among the firms participating in the study, 180 showed a profit on sales of 5.90% after taxes.

There was no substantial change in the proportion of letterpress work to lithogra-

phy from the previous year's report. Companies that are predominantly letterpress showed a slightly better increase in sales and a somewhat better profit picture.

PIA says that it regards the decline of industry profits as the most critical problem facing the industry and that emphasis to correct the situation is given in many of its services. It also says a new service devoted directly to stop the decline is sched-

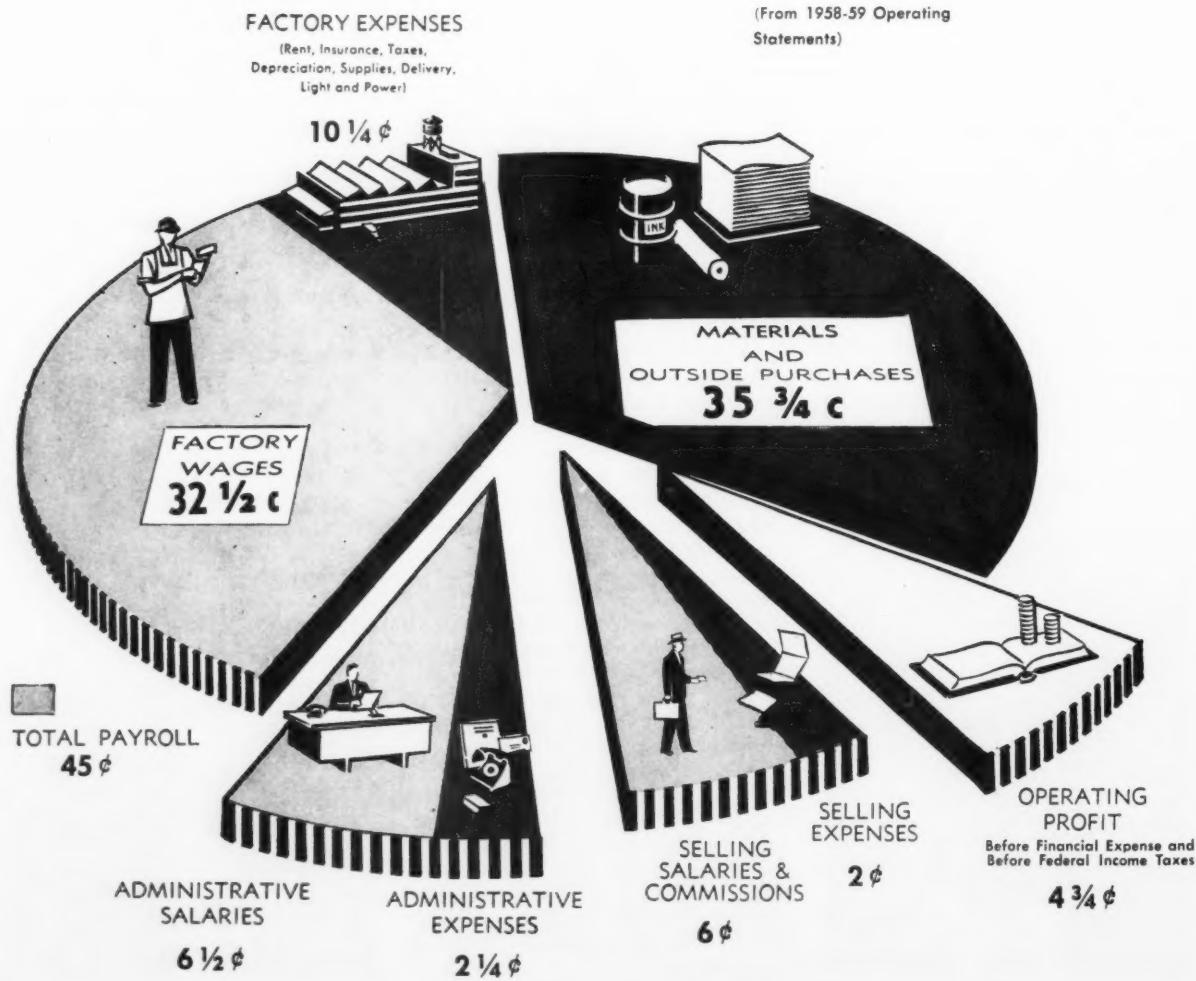
In the maze of figures usually involved in the operating statement it is sometimes difficult to see clearly where the printers' and lithographers' sales dollar really goes, who gets what. The chart below is designed to simplify and clarify the basic facts about printing and lithographing operations in terms of the sales dollar. It is based on the operating statements submitted for the 1958-59 PIA Ratios by 856 representative printing and lithographing plants located throughout the United States. The pie is divided into five

basic slices, representing Materials and Outside Purchases, Factory, Administrative and Selling Expenses, and Operating Profit. The latter is shown before Net Financial Expense (which subtracts about 5/100 of a cent), and before Federal Income Taxes which probably take about 2 cents or about 42% of the Net Income. So the profit slice left after Taxes is pretty thin. The lighter shading in three of the slices (Factory Wages, Administrative and Selling Salaries) shows Total Payroll which eats up 45¢ of the sales dollar

## THE PRINTERS' and LITHOGRAPHERS' SALES DOLLAR

### Where the Money Goes

Other than for Federal Taxes and  
Excluding Financial Income or Expense



uled for release shortly under the heading, "Managing Your Business," but has not yet provided details on this service.

The PIA Annual Ratio Study, a compilation of reports from member companies, provides individual company managements with a basis for comparison with their own operating and financial ratios. Details of the study are available from Printing Industry of America, Inc., 5728 Connecticut Ave., N.W., Washington 15.

## Skilled Labor Shortage Plagues Printing Industry

Leslie C. Shomo, president of the Education Council of the Graphic Arts Industry, has warned that the skilled labor shortage plaguing printers and publishers will be further aggravated by increasing competition from other industries.

In a statement issued by the council he stressed that "employers must plan now, in the same way they plan ahead for building, equipment, and financial requirements, to recruit, select, and train employees they will need in the next few years."

Prompting his warning were forecasts of a general skilled labor and office personnel shortage by this year's end, based on recent Department of Labor statistics concerning available workers at a time when other reports indicate that the business recovery is moving ahead rapidly.

Mr. Shomo called the council program for providing school and college guidance counselors with graphic arts career literature one of the most important steps taken to help employers get qualified new personnel in the graphic arts fields.

More than 30,000 council announcements of the National Scholarship Trust Fund competition are being mailed this month to colleges and schools. "This will set the stage," said Mr. Shomo, "for the next phase of our campaign to place up-to-date graphic arts career information in the hands of every school and college guidance counselor throughout the country."

Operation Guidance Counselor is also known as SCIP, standing for Sponsored Career Information Packet program. Under the direction of Loren Carter of R. R. Donnelley & Sons Co., Chicago, and chairman of the council's vocational guidance committee, booklets, posters and articles will be mailed monthly in the names of sponsoring printers.

Any printer may become a sponsor by sending to the council the name and address of the school he wishes to sponsor and by paying \$17.50 per year to cover printed literature, mailing, and record-keeping costs. There is no charge for sustaining and participating members. The contributing member fee is \$10 per year.

Council headquarters are located at 5728 Connecticut Ave., N.W., Washington 15, D.C.

# Depreciation Affects Pricing and Costing

By M. D. Binford

Management in all lines of industry recognizes the necessity for tax law reforms respecting depreciation but has no hope of any direct benefit in the near future. Prior to World War II, depreciation was a much less significant cost than at present. The spiraling cost of equipment now resulting in increased investment in depreciable assets and higher depreciation costs lifts it out of the insignificant into an important contributing factor to pricing, costing, and profit determination.

We all know by actual experience that equipment purchased prior to 1941 and now fully depreciated in so far as taxable allowances are concerned cannot now be replaced at anywhere near the depreciation rate allowed. While it is true present regulations allow a 20% deduction on equipment purchased within the year, we must still adhere to whatever tax deduction method has been used, be it straight-line, declining balance, or some other.

But for the purpose of costing and price setting, we have free rein. Assets do wear out and become obsolete. In order to replace them without detriment to the cash structure, we must provide a replacement fund to be recovered through sales.

Had our crystal ball revealed to us years ago the present-day cost of equipment, we could have in the meantime a goodly-sized sum cached away for replacement. It is up to management, aided by their accountants, to include in cost a reasonable amount for replacement regardless of income tax allowances. While true that an accelerated depreciation may cost a small bit in taxes, such a fund can earn interest of 3½% in a savings account, provided you cannot make it earn more as a part of your working capital.

Much equipment has reached the ultimate in depreciation so far as federal taxes are concerned. Many pieces in use for 30 years or more still give good production. Even though you may have fully recovered the historical cost through depreciation there is no logical reason to forego further charges to the operating cost. At some time you must buy new equipment and it must be paid for out of profits after you have paid your taxes.

If you really want to come up with a surprising figure, try finding out how much sales volume is required to provide enough profit to pay for the contemplated purchase. You'll adjust your depreciation charges then if you haven't already done it.

## Sales Needed to Equalize Spoilage

Courtesy Printing Industry of America's *Sidelights to Skills*

It takes \$1,000 of sales to equalize a \$50 spoilage if net profit is 5%. The following table shows the sales necessary to equalize spoilage at a given per cent of net profit to sales.

You can easily determine why it is vitally important to your job and to your company to eliminate spoilage costs. The

average net profit in the printing industry after taxes is about 3½%. Read across the horizontal line at 3½% profit and you will learn the amount of sales your company needs to recover the Dollars of Spoilage listed across the top of the table. At 2% profit, your company would need \$1,250 in sales to recover a \$25 spoilage.

**Dollars of Spoilage**  
\$1.00 \$3.00 \$5.00 \$7.00 \$10.00 \$25.00 \$50.00

% Profit	Dollars in Sales Needed to Recover Spoilage						
1 %	\$100.00	\$300.00	\$500.00	\$700.00	\$1,000.00	\$2,500.00	\$5,000.00
1½ %	66.67	200.00	333.33	466.67	666.67	1,666.67	3,333.33
2 %	50.00	150.00	250.00	350.00	500.00	1,250.00	2,500.00
2½ %	40.00	120.00	200.00	280.00	400.00	1,000.00	2,000.00
3 %	33.33	100.00	166.67	233.33	333.33	833.33	1,666.67
3½ %	28.57	85.71	142.86	200.00	285.71	714.29	1,428.57
4 %	25.00	75.00	125.00	175.00	250.00	625.00	1,250.00
4½ %	22.22	66.67	111.11	155.56	222.22	555.56	1,111.11
5 %	20.00	60.00	100.00	140.00	200.00	500.00	1,000.00
5½ %	18.18	54.55	90.91	127.27	181.82	454.55	909.09
6 %	16.67	50.00	83.33	116.67	166.67	416.67	833.33

# I Could Have Lost \$30,000

## Order by Quitting at 5 p.m.

When I called my prospect long after quitting time,  
I found he was ready to award a lucrative contract

By Ralph Thomas as told to John M. Trytten

I could have put on my hat at five o'clock and gone home, leaving the cares of the office behind me. And by doing so I could easily have lost a \$30,000 order!

The fact that I didn't—and that my competition apparently did—makes a point that is all too often lost in selling today. The point is to work by the needs of the job, not the clock.

My prospect had a job on his desk that ran to some \$30,000 worth of work.

I had quoted on it; I had given my strongest sales pitch. So had several other printers. It was a desirable order, to risk an understatement, and whoever got it was going to have to fight for it—against stiff and intelligent competition.

I had learned that the prospect had narrowed the field to three sources. But who? Which ones?

Sitting in my office after hours, doing tomorrow's homework, I started looking for a clincher. Time was running out, and my first thought was to uncover even more conclusive sales points for use first thing tomorrow.

My thoughts chased one another 'round and 'round. The job I had quoted needed real talent, comprehension, and service from the printer lucky enough to get it.

### Case Histories in Selling

This article is the seventh of a series of case histories on selling printing and related services by John M. Trytten, to whom outstanding members of the printing sales fraternity have told their stories. Sales ideas and fundamentals brought out are directly applicable to day-to-day selling. These case histories will provide excellent ammunition for your salesmen. Mr. Trytten has had many years of experience in selling printing in Milwaukee and other cities. He will welcome your comments.

But all three firms seemed, on the surface, equally qualified.

Of primary importance to the customer, however, was the matter of dependability. Large as the job was, it was only part of a big promotional program—a program where all parts had to come together *on time!* Failing this, thousands of dollars could be lost and the effectiveness of the program seriously jeopardized.

With this consideration on my mind, it occurred to me to call the prospect. Right then and there, although it was well past five o'clock.

If he wasn't there, no harm done.

But if he was, I had a big point to make. And 5:30 that afternoon was exactly the right time to make it.

Fortunately, my man was in, albeit a little surprised to hear from me.

"Mr. Prospect," I said, "I'm mighty happy to find you still on the job. So am I.

"I just want to say now that if you'll place the 'Parts Job' with us, it will never be out of sight of competent eyes! Which is another way of saying that over here, we work according to the needs of the job, not according to the clock.

"This is your assurance of having the work completed on time and done correctly the first time. You can make your distribution plans now because you can be sure of our delivery!"

I got the sweetest answer a salesman ever heard: "Come out first thing tomorrow and pick up the copy."

We acquired not only this order, but an account worth six figures a year.

Lucky? Perhaps; we all need and get a little luck if we have it coming.

A gimmick? To a small degree, yes. The right gimmick, like the right key, can be small, yet open some awfully big doors. Would the so-called gimmick have even occurred to me had I not practiced for years what I was preaching?

Where goes my luck, what use my gimmick, if I had gone home at five o'clock?



Ralph Thomas entered the printing field in 1924 as sales manager of Speaker-Hines Printing Co., Detroit. A member of its board of directors since 1930, he became president and general manager in 1938. He was a member of the joint committee for the printing industry during World War II, and of the committee for establishing Printing Industry of America, Inc. in 1944. Other business and professional activities include presidency of Builders, Inc., and attorney-in-fact for Detroit Auto Inter-Insurance Exchange. As a civic leader he served as chairman of the Michigan Liquor Control Commission in 1942-43 and on committees and boards of several Michigan automobile and tourist associations.

### Majestic Press, Inc. Publishes Definition, Buyers' Magazine

*Definition*, a new business magazine for printing buyers, is being published by Majestic Press, Inc., Philadelphia. The company plans to publish six issues during the remainder of 1959.

The magazine will try to supply answers to many of the problems printing buyers encounter in their daily work of planning and purchasing printing. A recent issue featured catalog production, including budgets, formats, deadlines, stitching methods, and distribution. Subjects to be explored in future issues will include "What Printing Process?" "All About Binding and Finishing," "What You Should Know About Paper," and "A Printing Buyer's Encyclopedia."

# How to Lay Out Offset Plateroom

- The plant or department with the best flow chart is generally considered to have the best layout
- Man's station or series of stations in case of plateroom should be designed for orderly routine

By Charles W. Latham, Offset Editor  
*Inland and American Printer and Lithographer*

Practically any plant can be improved by some internal rearrangement. But there is no one perfect arrangement, and one rule cannot be made to apply to every condition. The plant or department with the best flow chart is generally considered to have the best layout. A good flow chart indicates a progression of product or raw materials in a relatively continuous line from one operation to another. Too much zig-zagging or back-tracking ruins the smooth flow of work.

Another and perhaps even more important item is the process or progression of thought that can also be interrupted or made to zig-zag and back-track. We want a good flow chart to save steps and reduce physical effort, and an equipment layout that permits effortless concentration upon the operation being performed.

A man's station, or series of stations as is the case in the plateroom, should be designed and equipped to develop routine habits of orderly thinking. When a man sets up a systematic routine for his work, certain parts of the routine become habits requiring little or no concentration. He subconsciously takes care of little items, leaving his mind free to concentrate on the important operations.

For example, consider the plateroom. The first step in starting a new plate is to get the fresh grained plate, take it to a sink, and counter-etch it. This appears simple enough and should not require a great deal of effort.

But let's suppose the order calls for a 48-inch plate; the platemaker's mind must carry this thought. Now, is there a rack right outside the plateroom door where each size plate is stored separately, or are the plates laid flat on a platform? Platforms get moved around and objects are sometimes laid on top of whatever is on them.

## Search for Plates Time Consuming

Suppose the platemaker hunts around and finally locates the platform in a dark corner. He removes some empty cartons and finds plates. There are some 36-inch plates on top, so he has to find a place to put them. He finds a 48-inch plate and crawls out of the dark corner somehow without breaking a leg.

He enters the plateroom door and by making two right turns and one left turn

he reaches the far side of the room which contains the department's only sink and waits for his helper to finish developing a plate. He can't do anything else.

When the sink is finally available, he puts the plate in, flushes it with water, and looks for the cotton. The helper has moved it to make room for the ammonia bottle. After scrubbing the plate with cotton, the platemaker looks for the counter-etch bottle. He finds it somewhere underneath the sink where he put it to get it out of the way when he etched a big plate earlier. The bottle is almost empty.

Now a decision must be made. Should he make up some more counter-etch now, or take a chance that this will be enough? He decides to make up a new batch, so he lets the water run on the plate while he looks for acid. There isn't any acid.

This means a trip to the stock room on the other side of the building. He doesn't mind because he can go by way of the shipping department and ask Joe how the ball game is coming out. Of course, if he gets caught this far from his department the foreman might get nasty, but his job isn't very interesting anyway. The pressmen are always complaining about the plates, and that cafeteria food could be better. His friend Al works in a much better plant...

When the platemaker gets back with the acid he finds his helper waiting for the sink. He has been waiting quite a while

and has had a good rest. Now he can go look for a graduate and a funnel. In due time, the plate will be counter-etched, washed, and ready to put into the whirler and coated.

Here the process of thinking must start all over again. What type of coating? What whirler speed? How long should it stay in? These are natural processes of thought. If, however, the operator also has to contend with a slipping belt, an error in the speed indicator, heaters that do not always work, and a cover that drops dirt on his coating, he cannot concentrate on his job.

## Quality and Quantity Affected

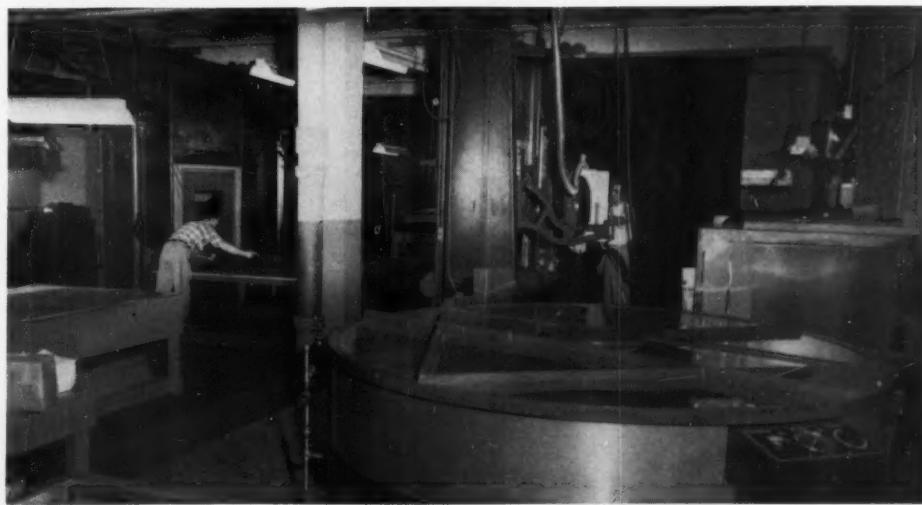
If he again has to negotiate an obstacle course in going from the sink to the whirler, his natural train of thought will be broken. So layout, condition of the equipment, orderliness, and convenience have much to do with quality and quantity of work and the attitudes of workmen toward their jobs.

Now, let's redesign this plateroom and devise a systematic routine for making a surface plate. Look at the drawing of a small, simple platemaking department.

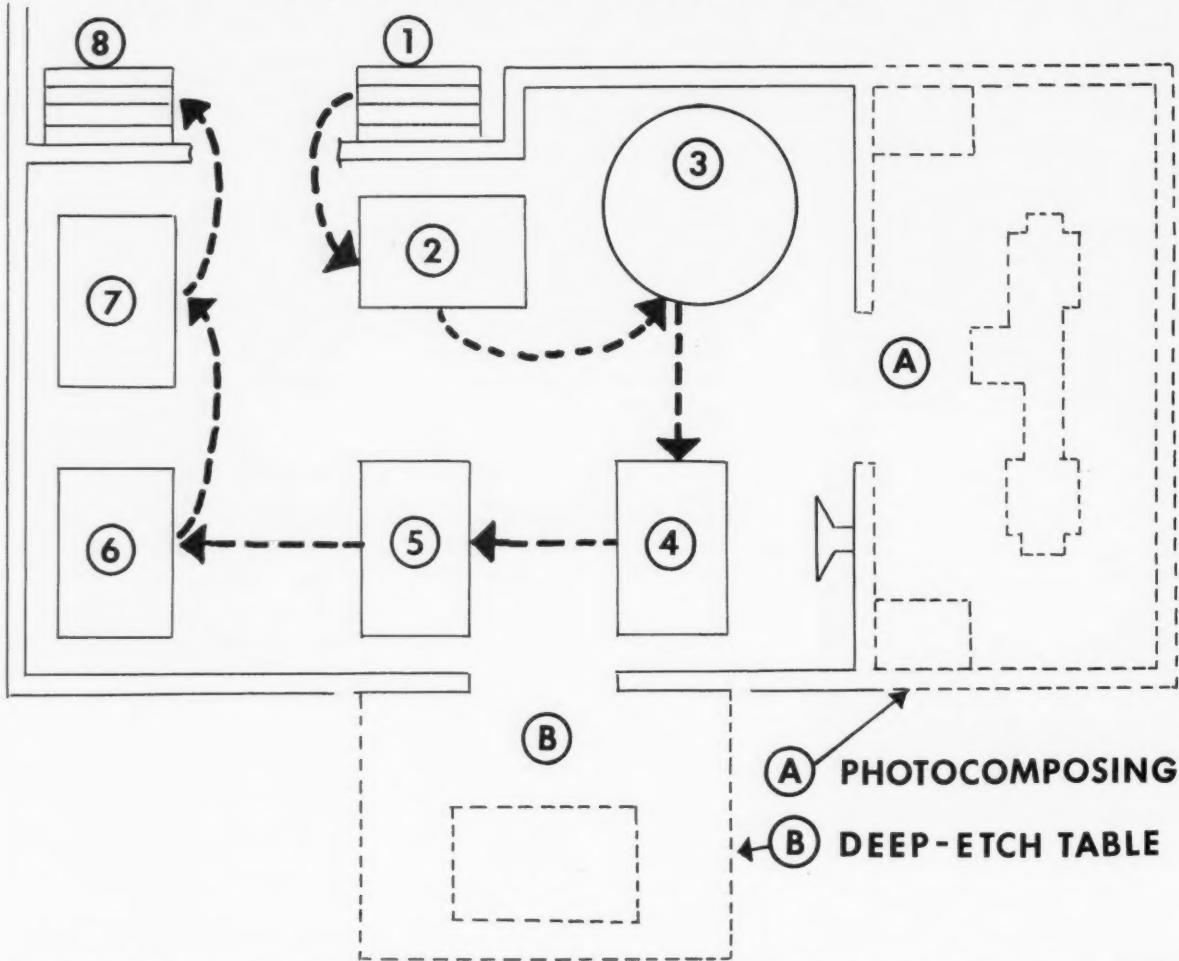
Number one is a rack for freshly-grained plates. It is just outside the plateroom door, and each size plate has a separate compartment.

Number two just inside the door is a sink where plates are counter-etched. They

Layout of efficient plateroom is important if workmen are not to retrace steps or get in each other's way. Equipment should be adequate for every operation and properly placed for best results



## A PLATEMAKING ROOM LAYOUT



If you are planning to redesign your own platemaking department or are planning a new building, follow these suggestions

may also be preetched at this sink if that is the practice. There may be a shelf under the sink for mixed chemicals and mixing equipment. This sink will have an overhead water supply and a spray pipe along the back. All valves will be quick acting or operated by foot. The rack in this sink may be tilted or held level with a fast, simple device.

Number three, the whirler, is close to the sink and may be vertical or horizontal according to the available space. It may be of the semiautomatic type or not, but it must be kept clean and in perfect operating order. The coating materials, mixing equipment, pouring devices, etc., must be conveniently placed. These things belong to the whirler and must not be carried off to another part of the room to mix etch or other solutions.

Every station must be complete within itself no matter how many graduates and funnels are required. Having to go on a hunt to see where the last person left the box of cotton not only wastes time but upsets the flow of work and concentration.

Number four is the printing frame, and, as it is the next station, it should be fairly close to the whirler. This is also an important piece of equipment. It must be kept clean and in perfect working order.

If the blanket has become stiff with age and sags in the middle, good vacuum and good contact will be slow and difficult. Many plates will have long dots due to poor contact. If the lamp is allowed to get out of perfect working order, if it is trimmed carelessly, or if the timing device is erratic, there will be some spoiled plates.

An ample supply of carbons and all necessary tools must be conveniently at hand. The vacuum pump, gauge, and all connections must be kept in order. The frame's glass must be kept meticulously clean.

Number five, the ink-up table, should not be just a dirty place to put developing ink on the plate. Its design and location is important to the smooth flow of work. It should be located so that when the operator stands in front of the printing frame, he can, by just turning around, be in front

of the ink-up table. In other words, the table should face the frame with working space between.

The ink-up table should have two drawers. One drawer will hold the flats to be used, and the other drawer will receive the flats as they come out of the frame. There should be a shelf behind and above the table top to hold the ink and rags.

### Table Top Easily Cleaned

The table top should be of a material that can be cleaned easily so that sheets of paper need not be put under the plates. The entire top should be clear at all times so that a plate placed on the table will not knock over a bottle. Under these conditions exposing and inking a plate becomes a simple operation.

- (a) A freshly-coated plate comes out of the whirler and is placed in the frame.
- (b) The next flat comes out of its drawer and is positioned on the plate.
- (c) The exposure is made.
- (d) Both plate and flat are removed from the frame and placed on the table by

TRY

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the operator who needs only to turn around.

(e) The flat is removed from the plate and put away in the second drawer. The plate is then inked.

Of course, flats do not get into this table drawer all by themselves. Nor do the used flats get out of their drawer and into the file without help. The system has to take care of these operations. Someone must have the job of getting flats from the stripping room each morning and arranging them in the correct drawer in proper rotation according to the posted schedule of work. Each afternoon, he gets the used flats and files them in the proper cabinet.

Number six is another sink. It is used for soaking and developing plates. It should be close to the ink-up table so the platemaker need not carry the plate all the way back to the counter-etching sink.

This sink is arranged just like the other one except that on this one we need hot water and a good mixing valve. Warm water should be used to develop plates. The sink has a tilting rack and a long pipe spray. It has a shelf below and above so that no bottles need be kept in the sink.

#### **Separate Soaking Tank Good Idea**

When room permits, it is a good idea to have a separate soaking tank between the developing sink and the ink-up table. When such a tank is not available, soaking, developing, cleaning, and the post treatment are all performed in this sink. The cotton, cloths, chemicals, solutions, and equipment for mixing are all stored at the ink-up table.

Number seven is a table used for etching and gumming. This must be a sturdy table with a perfectly flat top. It must be used exclusively for etching and gumming. The top should be of a material that can be easily cleaned of etch and gum. It should not have such a smooth surface that the plate will slide around too easily.

This table will have the usual shelves and equipment and chemicals. It will also have a fan that is out of the way but aimed at the table top. Both the etching and gum solutions will be poured from bottles and smoothed down dry; so the fan is needed.

Number eight is another plate rack, like number one, and is placed outside the room on the opposite side of the passageway. The platemaking room described here is as simple as any plate room should be. A room that has fewer than two sinks and two tables will break the even flow of work and the orderly progressive thinking that turns out quality plates.

If deep-etch plates are to be made in the same room, a downdraft developing table should be conveniently placed between the printing frame and the ink-up table. In the accompanying drawing the suggested location is shown in dotted lines (B).

If a photocomposing (step and repeat) machine is a part of the platemaking

equipment, it should be in a separate, air-conditioned room. The door to this room should be between the whirler and the printing frame. The photocomposing machine is also shown in dotted lines (A).

The routine for operating a platemaking department should be carefully set up if any degree of efficiency is to be expected. Here is a brief outline for a routine setup.

1. The first thing every morning (or the previous afternoon), used flats should be taken to the filing cabinets in the stripping room. New flats should be picked up and put in the ink-up table drawer according to schedule.

2. The counter-etching sink should be inspected and serviced, solutions made, and chemicals, supplies, and equipment checked.

3. The whirler should be inspected, cleaned, oiled, and serviced. Coating solutions should be made, and chemicals, supplies, and equipment checked.

4. Grained plates must be checked to see if they correspond with day's orders.

5. Start the first plate; when it is drying in the whirler, completely service the printing frame and the arc lamp.

6. Move the plate to printing frame and, while exposure is taking place, service the ink-up table, the developing sink, and the etching table.

7. When the first plate is finished, mark it and put it in the "out" rack. Start another plate, and during the whirling and exposing periods, do some general house-keeping, replenish stocks, read orders for special instructions, and check over the photocomposer or other equipment.

Every man's station in the plant should have a careful layout made and a routine of operation drawn up. This requires time, ingenuity, and co-operation. But it pays off in a happier attitude toward a man's job, less physical and mental fatigue, fewer mistakes, fewer accidents, less confusion, and higher product quality.

## **OFFSET...**

### **QUESTIONS AND ANSWERS**

Charles W. Latham will answer questions on offset lithography. Enclose self-addressed envelope and direct your inquiry to *The Inland and American PRINTER and LITHOGRAPHER*, 79 W. Monroe, Chicago.

#### **Impression Cylinder Low Areas Cause of Trouble**

Q.—I seem to get uneven pressure on my offset press. Certain areas near the center of the sheets print lighter than others on the second unit. How can I locate the trouble?

A.—Your trouble could be low areas in the impression cylinder due to a rag, a sponge, or a piece of wood having passed between the cylinders. It is also possible that a hard object such as a wrench or a bolt has at one time gone through, and the cylinder has been patched. Very often only the visible dents are filled up when a cylinder is patched, and the surrounding area left in a depressed condition. It is possible and highly probable that the blanket cylinder is also low in this area.

Blankets, too, can cause this trouble but if you are sure that it happens only on the second unit, it could hardly be the blanket unless you have noticed this only since putting on your last blanket. To make sure that the trouble is not with the blanket, try the following:

Take out enough packing from under the blanket to reduce the squeeze pressure between blanket and plate to .001 inch.

Use a packing gauge to be sure of this pressure.

Now, roll up the plate solid with ink. Do not use dampeners. Use a gummed and dried plate.

Next, throw the pressure on and print to a clean blanket. If there is a low spot, it will now be easily seen. Note exactly where the low spot is or pull a sheet or two for a proof.

Now, wash the blanket and turn it end for end. Print to the blanket again and see if the low spot remains in the same place on the blanket or on the same place in relation to the cylinder.

If the low spot follows the blanket, then the blanket is at fault. If the low spot remains in the same place in relation to the cylinder or the sheets pulled, the trouble is with the cylinders. Whichever is at fault, it may be patched with thin tissues after you know the depth of the depression. This depth may be determined with a packing gauge.

To patch cylinders accurately, work on the blanket cylinder first. Locate the area to be patched, measure its depth, and then clean it thoroughly with a detergent and water. Now apply proper thickness tissues with shellac. Next wrap a piece of sand-

(Turn to page 170)

# PROMOTION FILE

By HARRY B. COFFIN

It's not hard to understand why leading users of direct mail and other printed matter, such as General Motors, General Electric, Ford, Curtis Publications, Bank of America, and so on, are making increased use of unusual art, type, layout, and copy elements to attract the attention of prospects. This applies both to goods and services for the general public, and to highly specialized items intended strictly for technical buyers.

## 4 Idea Sketches

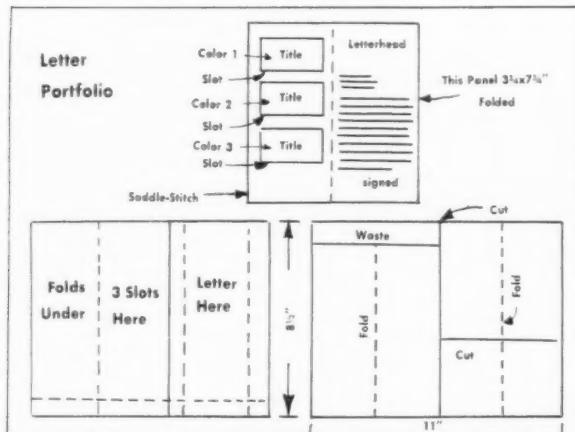
Make line cuts—or offset plates—of the drawings, with captions below: same size, larger or smaller, for your mailings.

With increased competition in every medium there's always the paramount need *first* to command attention before the "meat" of the sales message can be presented. The detailed product or service story need not be impaired by these preliminaries even though they are relatively trivial, or sensational—with, perhaps, exotic themes borrowed from history or fiction, of Chinese, Arab, Hindu, Pirate, Cowboy, Indian, or "Spaceman" origin!

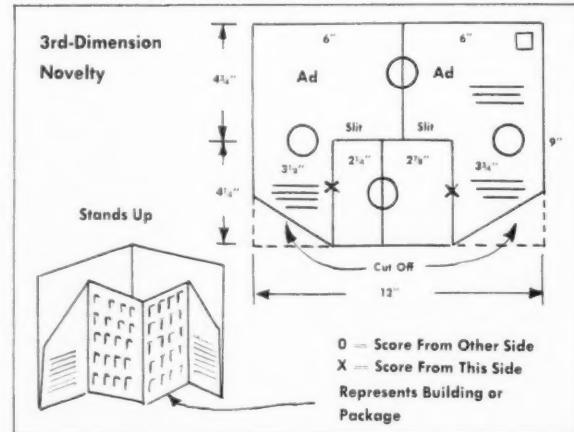
In this initial job of gaining attention and readership, there is often some novelty appeal in the size, shape, design, color, texture, and sometimes even smell, of the printed piece.

Besides being entertaining, the printed piece must provide factual data in an accurate, functional, and imaginative way, and as simply and directly as possible! The piece should also be convenient to prepare, mail, open, handle, read, and file

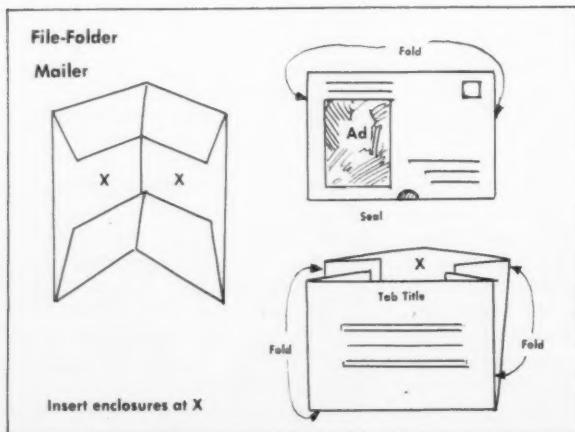
The four captions below are addressed to the printing buyer



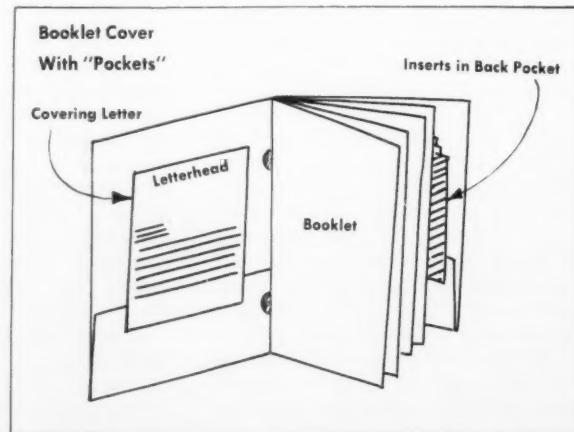
We can make this unique "portfolio letter" with a multicolor effect by using three or four differently colored papers and black ink. The job can be done in one press run, using the various colored stocks. The pieces are then cut apart and collated to give three or four colors per unit. The colored pieces, describing various products or sales points, fit into slots cut in the letter



Here's a mailer with a three-dimensional effect, especially for representing two sides of a building, packaged product, or any other rectangular shape. It is an unusual piece that will stand up on a prospect's desk or counter. No dies required because the sheets are trimmed on the cutter at the angles sketched before folding. Only rules for cutting and scoring are needed



We can fold a large broadside sheet for you twice one way, and once the other, forming a self-mailer "envelope" to contain your covering letter, a reply card or envelope, and other enclosures such as samples of fabrics, paper, flat plastics, etc. It can be closed by placing a seal over the edge. A large size can serve as a file folder with entire top acting as tab



This saddle-stitched booklet features an unusual cover, one that folds up at the bottom and has a slit in the folded part. Each slit can hold inserts such as your covering letter in the inside cover and folders describing your products and services in the back cover. The piece can be mailed in an envelope, or a seal can be placed over the edge so it can be a self-mailer

# 4

of many possible ways to present the "Idea Sketches"  
on the opposite page, by mail, or by hand,  
to Your Prospect.

(sometimes to display on counters or in windows)—and most important—to *order* from!

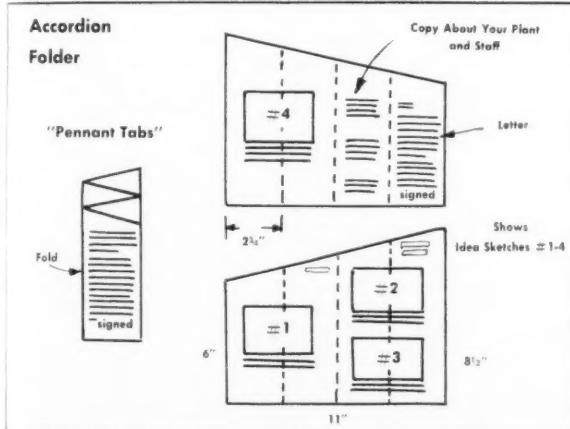
Thousands of users of printed matter are losing much of its value by omitting a reply card or reply envelope to request information, samples, or actual shipment.

There's no better way for a printer to encourage his trade to use unique and practical approaches in direct mail and other printed salesmanship, applied *thoroughly* to all his products and services, than to show him how with the printer's own mailings. If the printer does not believe it worth-while to sell his own products and services this way, how can he expect his prospects to do so? The printer must *not* be "too busy," and neglect his own mailings . . . either in their content, timeliness, or regularity.

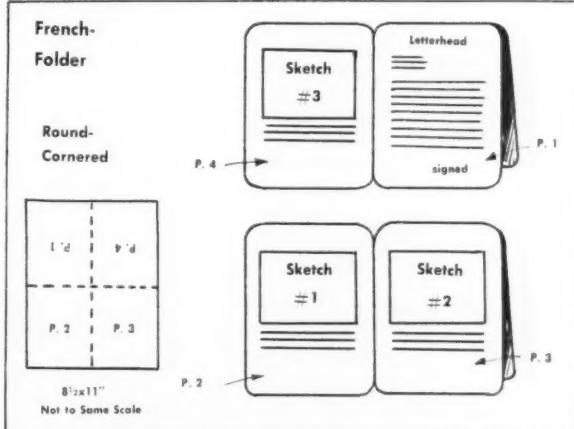
On the left page below are four "Idea Sketches" nearly every manufacturer, distributor, or other advertiser can use. The captions are addressed to *them*—your prospects, so you can reproduce the type with the sketches. On the right page are four ways in which you can present the "Ideas" to your trade. Here, the captions are addressed to *you*. Often, however, the drawings on the right page can be applied, also, by your prospects. So, make dummies of these as well, for your salesmen to show around!

On the left page below are four "Idea Sketches" nearly every manufacturer, distributor, or other advertiser can use. The captions are addressed to *them*—your prospects, so you can reproduce the type with the sketches. On the right page are four ways in which you can present the "Ideas" to your trade. Here, the captions are addressed to *you*. Often, however, the drawings on the right page can be applied, also, by your prospects. So, make dummies of these as well, for your salesmen to show around!

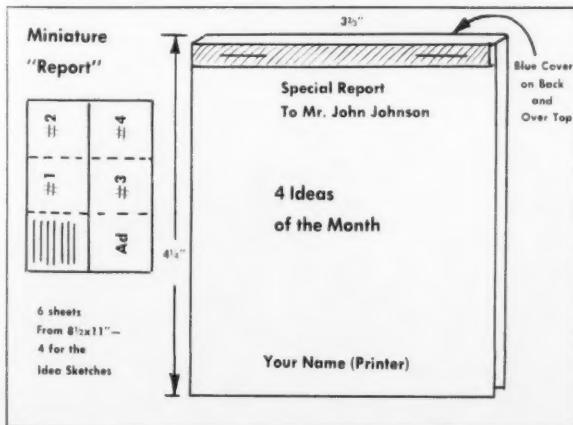
### The four captions below are addressed to the printer



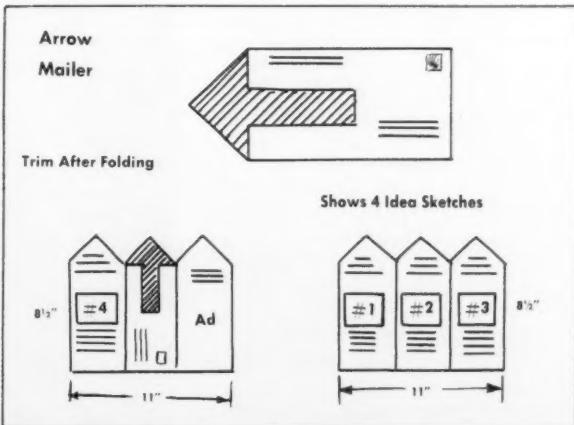
This accordion-folder, ideal for duplex book or cover, or bond stock can be used to present four Idea Sketches to your prospects. Cut the sheets at angles before folding. The pennant-shaped areas at the top list the titles of the ideas on each panel. The piece has space for a short covering letter and copy about your staff and equipment. Mail in envelope with reply card



Here's a simple way to show three Idea Sketches from the opposite page to your trade. Run a short letter and the Idea Sketches on a four-page form, work and turn, on one side of a 8 1/2 x 11-inch sheet of bond or book paper. French-fold to 4 1/4 x 5 1/2 and round corner for novelty. Mail in 5 1/2 Baronial envelope with reply card that your prospect can use to request samples, prices



To submit four Idea Sketches to your trade in a realistic but miniature "report" form use a cover of blue bond, ledger, or cover paper. Fold over the top and side-stitch it like a legal brief. The top sheet can read "Special Report to (name of your prospect)," and "4 Ideas of the Month," and show your name at the bottom. Ideas can be combined on one side of 8 1/2 x 11 sheet



The Post Office will allow unusual shaped mailing pieces to be mailed if they can be handled without difficulty. This folder with a pointed end was mailed recently 3rd class bulk by a large pharmaceutical firm. Check dummy with your local post office before printing. Many captions can go with the arrow on the left of address area. The piece shows Idea Sketches with space for ad

# THE SPECIALTY PRINTER

## Eastern Printer Is Major Phone Directory Producer

- Jersey City Printing Co. operates two plants and has 1,300 employees
- 190 proofreaders keep listings accurate, up to date, in proper sequence
- Company also prints desk calendars, books, and *Fortune* magazine pages

This year marks the 75th anniversary of the Jersey City Printing Co., a major producer of alphabetical and classified telephone directories with plants in Jersey City, N.J., and Philadelphia. The company has been active in this specialized printing field for more than half a century.

Last year some 1,300 employees joined in producing more than 18-million copies of telephone directories serving subscribers in more than 150 localities. Some 45,000 metal type forms were processed to print approximately 18-billion pages on 60-million pounds of paper.

Production also includes traffic information records such as daily alphabetical addenda, street address reprint directories, service and equipment data, and changed-number directories for use by telephone company traffic and other personnel.

Copy for new and revised alphabetical listings comes daily from telephone company directory departments in typewritten or reproduction form. Forty-eight Linotype machines are in continual operation. Several machines are equipped with Tele-typesetters. The punched tapes running through these units produce listing slugs.

Keeping listings accurate and up-to-date requires round-the-clock services of 190 proofreaders. They check lines for alphabetical sequence and accuracy.

The corrected listings are inserted into standing metal pages of a traffic information record called *Daily Addendum*. This is a printed record of new and changed listings for specific localities served by telephone companies. All listings accumulated during the *Daily Addendum* printing cycle are inserted in another traffic information record called the *Alphabetical Reprint Directory* and printed approximately once a month. The last corrected *Reprint Directory* becomes the new *Subscribers' Alphabetical Directory*.

In the composing room there is a section where classified advertising is set and made up. Ad space is sold by the telephone

companies or by their agency representatives. Copy comes from both sources, and proofs are sent to them. Final copy usually consists of OK'd proofs, or tearsheets from previous issues with lines marked for deletion, insertion, or change, and directions for running each ad under the proper classified heading.

For telephone directory printing the company uses four large Hoe letterpress rotaries equipped with automatic pasters and folders. Each press runs 144-page signatures. Webs are fed at both ends, and 72-page signatures come out from each side. Offset presses print the covers in two and four colors.

Other major equipment includes 69- and 77-inch Miehle and Harris presses,

four two-color and four four-color; five Webendorfer web presses for rubber plate and offset printing; two Mann paper plate perfecting units; four Miehle paper plate 38's, and two Miehle 39's.

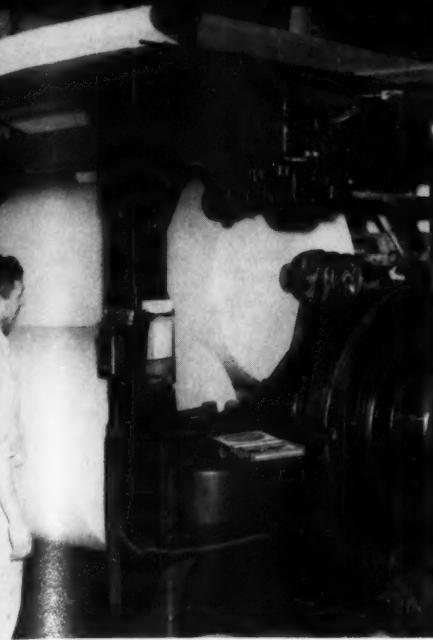
In addition to carrying on Operation Telephone, the company produces offset-printed elementary schoolbooks, turns out Ever Ready desk calendars, and runs *Fortune* magazine editorial and advertising pages on a gravure press, which is a combination of nine Motter and Champlain units.

Offset operations, largely for school textbooks, run on a two-shift basis, plus a lobster shift for cleanup. Two-shift operation is also the rule for web-fed and gravure presswork, and in the bindery department. Keeping step-by-step records of jobs running daily through the production cycle is a 24-hour-a-day task.

Jersey City Printing's president is William Y. Dear, Jr. Other top executives are Reginald F. Towner, executive vice-president

The compositors at the Jersey City Printing Co. make up approximately 45,000 metal type forms for telephone directories to be used in over 150 communities. They also make up changed numbers and addresses for a printed record called the *Daily Addendum* used to keep the directories up to date



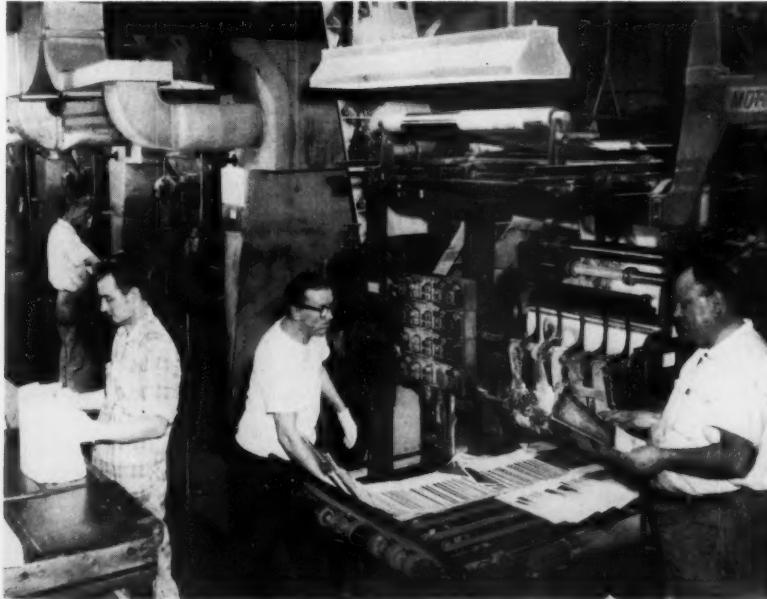


Directory stock fits on one of the two roll ends of Hoe web-fed rotary letterpress. Four of these presses each run 144-page signatures with 72-page signatures being delivered from each side

dent; Joseph R. Mezey, vice-president, manufacturing, and William Barker, general plant superintendent.

How Operation Telephone runs from copy through binding is shown in a sound-color film produced in the company's two plants and supervised by Reginald F. Towner, Jr., great-grandson of Joseph A. Dear, who founded the business. This 66-mm. film, entitled "Telephone Directory Printing" and running 38 minutes, is being used by Bell System directory departments to acquaint employees with the complex methods required to produce telephone books. The film is also available to graphic arts groups on a rental basis.

Fortune magazine advertising and editorial pages are printed by Jersey City on a gravure press made up of nine Champlain and Motter units. The company's other major equipment includes 69- and 77-inch Miehle and Harris presses (four two-color and four four-color) and a Webendorfer web press



Requests should be addressed to R. F. Towner, Jr. at the Jersey City Printing Co.'s main office at 160 Maple St., Jersey City 3, N.J.

## LFMA Predicts Sharp Increase in Foil Use

The Laminated Foil Manufacturer's Association predicts that the volume of aluminum foil used with paper, films, and board will increase 50% during the next five years. This forecast is the result of a recent poll of the association's membership regarding the growth potential of the industry.

The association estimates that the increase will mean the annual use of 150 million pounds of aluminum foil used in combination with other materials as compared with 100 million pounds of aluminum foil used in these combinations today. The association says this amount of foil is the equivalent of 30 billion square feet of such packaging as pouches, labels, bags, cans, overwraps, liners, and cartons.

According to LFMA, the major causes for the upward trend are acceptance of foil in food packages, necessity for packers to attain their share of a highly competitive market, designers' interest in the merchandising possibilities of foil, and a growing number of printers experienced in handling foil.

Special grades of film, paper, and board developed for laminating, and improvement in laminating equipment and techniques, LFMA says, have created an almost unlimited selection of lower cost, high-grade packaging materials produced from aluminum foil.

## Next Month . . .

September has been perennially the month for back-to-school movements and resuscitation of business, supposed to have been in the doldrums during the summer months. So with new efforts to get more business and thereby greater profits, we offer you a number of special features.

How do you select your supervisory personnel? George Nixon of Standard Register Co. will explain how his company does it.

How to lay out an offset pressroom will be discussed by C. W. Latham as he continues his series on building a new offset plant.

The West Coast has become a burgeoning graphic arts field. Here's the story of one Pacific Coast plant that's in the money now!

Do your offset plates give you trouble? Why do plates blind? George Halpern tells you what to do.

Introduce your prospects to mint juleps and follow an early-bird approach. That's what Alan Brentano says he did to sell a large order in the series, "The Printing Sale I'll Never Forget."

Offset lithography on metal is a method of printing many printers know little about. J. L. Clark Co. operates two plants.

The Arkansas Printing & Lithographing Co. in Little Rock has just built a brand new plant. Here's the story.

What are the type faces for greatest legibility? How do you select types for specific jobs? Alexander Lawson will explain how it's done.

How does a printing plant keep track of hundreds of cuts it uses in business publications it prints? One company does it successfully.

A new series on how to sell printing by Ovid Riso begins in September.

Eighteen regular departments will be bulging with special features.

# PICKERING PRESS

543 Sunset Avenue  
Maple Shade, New Jersey



Reproduction doesn't begin to match class of the original 5x4-inch label for John Anderson's shop, printed in gray (where black above) and red on paper of a mild yellow tint. Though out of way, as it were, the word "from" functions interestingly



You are cordially invited to view the

TENTH ANNUAL ART DIRECTORS SHOW of the  
ART DIRECTORS CLUB OF METROPOLITAN WASHINGTON  
APRIL 25TH-MAY 4TH, 1959  
UPPER CAPITAL TERRACE, HOTEL STATLER-HILTON

An attention-arresting, curiosity-arousing card. The significance of "X" is that invitation is to tenth annual exhibit of the Art Directors' Club. Color on the 5x6-inch original card is red

The Philadelphia  
Graphic Arts Forum  
CORDIALLY INVITES

you to be present at its February meeting to hear Miss Ellen Shaffer,  
Rare Book Librarian of the Free Library, on *A Roundup of Western Printers*  
and to see the current Library Exhibition *Sixty Years of Modern Fine  
Presses* on Tuesday, 10 February 1959.

Highly interesting informal spotting of elements are features of front pages from 6x4½-inch French-style folders by John Anderson of the Pickering Press, Philadelphia

# SPECIMEN REVIEW

By J. L. FRAZIER

## Local "Scene" on Menu Scores

FINDLAY (OHIO) PRINTING AND SUPPLY CO.—We are happy to receive a copy of the menu for the Ohio Oil Co., but it is beyond us to suggest any improvement. We can suggest that others go and do likewise, which we like better. The full 8½x11½-inch sheet of heavy, rough, warm-toned white cover stock is folded nearly at the half, short-way, for a purpose. The spread, printed the short way of course, carries "Visitor's Dining Room, The Ohio Oil Company" in a delicate script of fair size in two lines close to the top, followed by parallel rules in red which bleed off the sides. Then follows much open space for printing menu items each day, then three lines of small type, and then a quarter-inch band in red bled off the sides and bottom. These lines of small type disclose that the beautiful and striking illustration on the front of the folder, reproduced in full-color lithography, is titled "The Oil Industry is the Industry of Progress," by Louis P. Szanto; it is hung in the lobby of the company's main office in your city. The wide picture determined folding and printing as an oblong piece. The bottom edge of the front leaf is deckled and the piece is folded a bit short of the bottom of the back leaf so that some of the red at the bottom of the inner spread shows to fine advantage. That is but one idea other readers might use; the most important one is that printers everywhere might sell good orders by suggesting a similar idea in their cities, and by featuring a picture of local significance. Soft colors, paper, and inking combine in a result that is admirable in definite texture, warming to the beholder. Congratulations on both idea and execution!

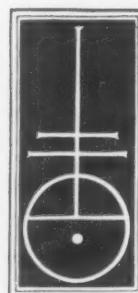
## How to Avoid Error Many Make

CREATIVE PRINTERS, Quincy, Ill.—You do an excellent grade of printing, and the press-work you are equipped to supply not only brightens the effect of your usually fresh and interesting typography but seems to come into full bloom on folders and catalogs of big name customers you serve, particularly on jobs on which halftone illustrations are extensively used and must be printed just right. The catalog for the Oliver Corp. has pages laid out in rectangular sections of black with type in reverse showing white.



Many "black" covers have appeared here. How like treatment effects the same distinction and power on business cards is exemplified by one above from Joewee Printing Co., Los Angeles. Color on original is bright red.

Others are laid out in color with type overprinting in black. The white (paper) is highly impressive in its bright, though not ostentatious, effect. It is interesting to note that the facing pages, except those of the center spread, have a different second color. You didn't commit the frequent error of printing light-face type over color backgrounds. Your letterhead thrills us. The featured element is a clever cubistic, silhouette-type bowman.



COLLECTOR'S  
CHOICE:

AN EXHIBITION featuring items  
chosen from the personal collections of Alumni, Faculty and Students  
of Williams College, 1898-1958

Since types of traditional form are chaste and uncommon, a fresh note with dignity and "class" results. Color on first is red-orange, and on the second a rather deep red

printed in black near the upper-left corner, with your name in brown starting close to and in line with the arrow point. The address is much smaller and in line, printed in black. Other copy, reading upward along the left side of the sheet, is printed in brown, as is the name. The brown holds up well for bold type. And, here, a point about a common error. Much too often we see small type, such as used on the address on your letterhead, printed in the second color. No color is as strong in

## PROGRAM ANNOUNCEMENTS



AND LIMITED EDITION BOOKS  
BY THE CAXTON CLUB

The "classic," for a change, is represented by front of the 4½x6½-inch French-style folder announcing exhibit by Chicago's Caxton Club, a small group, which for more than 50 years has published books in fine limited editions "for members only." The late and great T. E. Donnelley was long an eager member. Club's mark—in dull orange on original—combines that of William Caxton, the first English printer

tone—power to carry and stand out from paper—as black. So why handicap type already weak because of its size by printing it in color? Others reading this are urged to watch these pages for reproduction as soon as make-up permits. We get a kick, also, out of the front of your menu on the wood-grain finished stock. Of warm brownish tone, printing in deep brown is pleasing and appropriate. For such items as menus, which are used over and over, and which don't warrant costly art work, we have long felt that novelty papers are a godsend. We remember a sea food restaurant that had a menu printed on metallic "silver" paper, the finish of which rather simulated fish scales. Contemplating potentialities should be the first step in planning a job, and that applies to "atmosphere" as well as to display, layout, etc.

### Yellow Paper Does a Job

IGOR DE LISSOVY, Chicago—You did a splendid job of designing the invitation and program for the graduation of

apprentices from the training department of R. R. Donnelley & Sons Co., where you have been long employed in the design department. How you did it with "the least amount of expense (with budget limitations) and the maximum of flash" should open the eyes of many people and start them thinking when they approach the planning of any job. Both pieces were printed together in black and red, and on one side of the sheet only. Part of the "flash" results from the use of medium-weight, bright-yellow cover stock, providing the effect of a third color when nine out of ten would be satisfied with white paper. Opened full, the folders spread to 16½ inches by six and seven inches, respectively. The program is folded once, but not from the center. As a result there is a two-inch extension of underleaf along the left. The extension is printed in red from a reverse-color plate, showing "program" in large brush script lettering that reads upward. The place and date are in short horizontal lines overprinted in black near the bottom. The big line appears, of course, as if it were printed in yellow. The menu and program details are strikingly displayed on a spread of 7½x6-inch pages. The invitation is folded three times; so, when closed the piece measures 4½x7 inches. There are three sections of sheets of that width, plus one short

Addressing • Mailing  
Multigraphing • Duplication  
Printing • Lithographing

OFFICE SERVICE COMPANY  
P. O. Box 26 • Greensboro, N.C.

Label matches letterhead and business card, previously reproduced here—and other company forms—by the symbol of paper passing through a press

### Inspire Instant Interest

It's sort of like meeting a person for the first time and taking an instant liking to him. Something sparks in a reader's mind when he sees your Warwick-set message. It's subconscious—but it's there.

WARWICK TYPOGRAPHERS, Inc.  
920 WASHINGTON AVE. • ST. LOUIS 1, MO.  
CENTRAL 1-9210



Original of 9x6-inch card was printed in black and orange on green stock

Spring issue of fine 8½x11-inch magazine of the Monotype Corporation, London, is dedicated to "Typography for Hospitality by the British Transport Commission." It features two interesting articles, "Printers' Flowers" and "Variety Through Symmetry." It is replete with related reproductions, notably travel literature on where to go and menus. One complete folder, in black only on bright, cool red paper, came loose in the magazine. Front and another page reproduced below. Art and Caslon typography are matched in all others of series reproduced in miniature on pages of magazine. We consider the idea of papers of strong colors and one printing in lieu of black and a second color on white or light-toned paper has much merit as a change of pace



Merseyside history from parade



Arrivals, looking towards Grange

## Lancashire COAST

All trains for the Blackpool area of the coast converge on Preston before the final lay-over. Travellers on through trains from the north and Scotland have the interesting experience of passing through Preston twice as, having passed through it in a northerly direction, the train doubles back by line to pass the coastal line, so that Preston is first seen on the left-hand side and a little later on the right-hand side. Trains for Southport travel via Wigan, and those for Grange-over-Sands by Lancaster, or if coming from the north they converge on Carlisle and then go via Penrith.

### CAMPING COACHES

At many places specially chosen in these holiday attractions there are camping coaches which you can hire from British Railways. They are ordinary railway carriages specially converted to make really comfortable accommodation for six people, and they are fully stocked with bed-linen, crockery and cutlery and kitchen equipment. You will find several of them in the Blackpool area and also at Grange-over-Sands. The only condition British Railways ask you to fulfil in hiring a camping coach, is that your

# God and Caesar

Christian Approach to Social Ethics



PIPER  
FORELL  
PIEPKORN  
PELIKAN  
BAUER  
SCHWIEBERT  
BRETSCHER

Book jacket above is reminiscent of much of better modern typographic design when the surge of the vogue died down. Block effect and emphasis of vertical, also reverse color, devices too little employed now, combine to reflect power. By Frank Kofron, Minneapolis, the original is printed in blue-purple and yellow

fold outside so that "invitation" appears reading upward at the left just as does "program" on the other folder. The folding is not all one way or routine, rather somewhat accordion style, something more readers should keep in mind when planning work that requires unusual handling. We, of course, can't find fault with Donnelley design, typography, and printing. The pieces emphasize brightness such as we've seldom seen in printing.

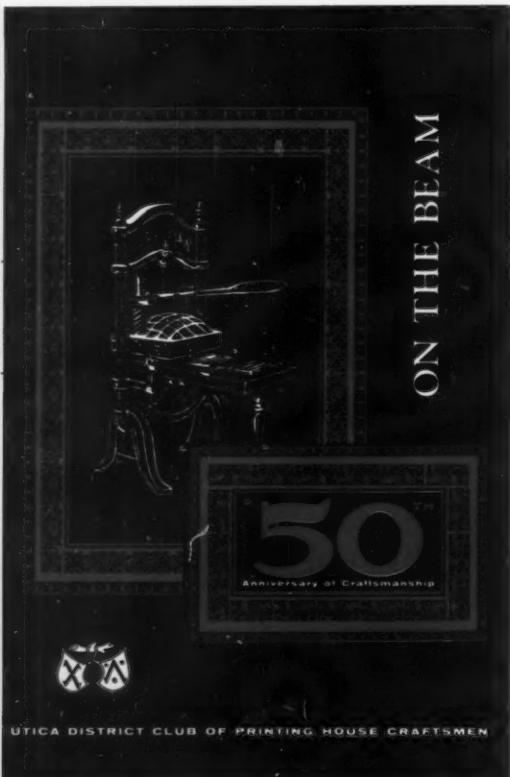
### Letterhead Display in Bad Spot?

PIERRE DESMARAIS, Montreal—Your new matched stationery items have a flavor all their own. Lettering and typography are of a special character to be remembered, and this is all to the good. Giving benefit of repeated impressions, it gets results akin to those claimed by the old axiom that constant drops of water wear away the stone. It is not good, anyhow, if one's stationery is at all like that of others. We think that the lines are too tightly spaced; even one point more of space between them would, considering dimensions throughout, make a world of difference. One might ask, as we have been asked, "What's a little one-point? It isn't enough to make a difference." With 12-point type, the face of which is about 10 points, it is 10 per cent, and that's *noticeable*. Crowding on the letterhead may have been resorted to so that the narrow and rather deep group on the left side would not crowd the name and address of the person addressed. This group, including the blind-embossed circles on top, should be shifted to the same relative position from the right-hand edge of the sheet as it is now from the left side; the single long line through middle should be left as is. In our view, the main group's position to the right rather than to the left is more interest-

ing and is definitely more practical, and leaves more space for typing letters because they may then be started higher on the sheet. We are delighted to see the blind-embossed design on your heading and also on the attractive folder announcement. It is one of the best "finishing" processes for adding interest and giving the effect of "class," especially when the papers and designs are suitable. One of our chief regrets after viewing and reviewing printing for years is that greatly worthwhile devices and type are "worn to shreds" for a time, and used in improper places and then all but forgotten.

### Big Folder Worth Reading About

HORN AND NORRIS, Cleveland—Your 11x 8½-inch folder, using a 22x34-inch sheet is a smash hit of advertising, fine design, typographic craftsmanship, and offset production. The front carries a section of "pretty-girl" face in the lower-left corner of the folded piece. At the right of it appear two lines of bold sans serif caps, "Good Looks" and "Are Fine . . .," the former in black over a pink band—screened in a red plate and the latter in red over a gray band, screened in a black plate. The usual lively effect of a design below the vertical center is achieved. The follow-through is excellent. The first opening (to 11x17 inches) shows more of pretty girl's head, and both eyes, with the lines of copy, "They Add to," "the Pleasure," and "of Viewing," displayed, as on the front, over bands, here at rather acute angles, to simulate action. Opening to the next spread an outlined halftone of a full head fills the 11x 17-inch left-hand page, where four lines, "And," "They are a," "Desirable Asset," and "but" appear, again aslant and in charged colors. The first and last lines are "grayed"



While it looks like the panels together might well be shorter, and/or second narrower—with less space below them so name could be across top—cover above is impressive. It is highly suitable because of its "inky blackness" and "gold" second color, also because press is of type first "pulled" in country town newspapers 50 years ago by printers still in the craft

SOCIETY OF INDUSTRIAL ARTISTS OF SOUTH AFRICA

NATAL REGION



SOCIETY OF  
INDUSTRIAL  
ARTISTS OF  
SOUTH AFRICA



NATAL REGION

John Guy—designer, typographer, advertising man—Durban, South Africa, submitted meeting notice folder, fronts of which are reproduced above and in line on next page. It is worth while, we think, to compare varied arrangements of same material. We'd like it if 50 readers would indicate preference on cards and mail to us.

so the second and third, which are in rule panels printed red, have increased prominence. A five-inch band of screen extends to the full depth of the right-hand page, adding color and "body" at same time. This seems to draw attention to the lines of type in part overprinting. Opening to the final spread, to a full sheet, the complete head and neck of girl appear, bleeding off on the left, above which is the heading, "It takes more than good looks," and beside which subhead, "to make a good impression." The former is in a bold brush script, printed red, and the latter in extra-bold sans serif caps, printed in black. The text following points out that your firm can supply what is required in addition to good looks. If for no other reason, we're glad you remembered us because the folder reminds us to repeat one of our favorite, and, we think, axiomatic statements, "Make it big and keep it simple."

### Critical Analysis of Type Book

PHILMAC TYPOGRAPHERS, Philadelphia—We may not altogether endorse your new 8½ x 1-inch type book punched for a ring binder, but we are unafraid to call it "stirring" one to make everybody sit up and take notice. The front design is a succession of blocks of irregular shapes and sizes to simulate platforms, one atop another on slanting pedestals. The blocks are in perspective and are shaded on the right with black and on the bottom with yellow. The faces of the blocks show the white paper. The names of a common number of different types are printed in black in the particular styles named on the blocks' faces. One of the odd-shaped blocks—not rectangular, and the largest of page 1960—carries the title "Philmac Types, 1959-1960" in reverse color against red. This use

of reverse color and red gives the title a prominence it wouldn't otherwise have. All the foregoing elements, rather in disarray, are printed against an all-over green background. We have never seen anything quite like it; we would personally prefer something more orderly, even at the expense of some of the "kick." The front of first inside leaf provides a place for recipients to sign their names as owners; below that are ruled lines which read, "the largest collection of the world's finest types." Even though we counted the single-line specimens, made up of just the type names, we wouldn't question the statement quoted. You surely have a great assortment for the satisfaction of clients and to show that you are "on your toes." We are unfamiliar with even the names of some of the faces. It would seem that you have gone to all corners of the earth for the basic ingredient of your business. With two columns to a page, sample lines are shorter than we'd like them. We'd prefer seeing a larger size of primarily display fonts, possible in a number of instances even in the short lines. These longer lines, incidentally, would effect a better whiting out of whole pages, now definitely dominated by paper. We are intrigued by the extra leaves, apart from bound booklet, showing Craw Clarendon, Melior, and Champion, the latter a brush script not too unlike Reiner, Brush, Bon Aire, and Ludlow's Hauser which are generally interchangeable. These extra leaves are more in keeping with the standard practice in making up type specimen books which provide much more extensive "sampling." We wonder if you don't have a second and larger sample book than this one showing only single lines with names for identification and suggestion.

**Society of  
Industrial Artists  
of South Africa**

NATAL REGION

Our preference is not for first (on left, preceding page) where emblem dominates, but that's as far as we'll go. Mr. Guy seems fond of brown hues—deep red, orange, or yellow. On blue paper of first, color is deep, cool red; on white of second, it is dull orange; on pale blue of third, it is deep orange; and on gray of last, normal orange

**SOCIETY OF  
INDUSTRIAL  
ARTISTS OF  
SOUTH AFRICA**

NATAL REGION

# FILMOTYPE

## Modern Scripts

AT \$1.00 PER WORD

Qualities and Characteristics	Serves them better!
A Product of Filmatype	Prints Better Letters
Tomorrow's Achievement	Tomorrow Now!
Just Follow the Rules	Easier to Read!
Select Practical Faces	Instructional Review
Great Value Education	Great Ads Sell!
A Real Smooth SCRIPT	Better Products Sell
Self-Silk Screen Process	Answers the Questions
Faster Action Setups	Fashioned For Taste
Fashioned For Taste	DESIGNS IN Demand
	Smart Selection!
	Color the Educational
	American Homes!
	Master Salesmen
	Illustrated Letters!
	Titles and Patterns
	Smarter Selections
	Tailored Results
	Smarter Choices
	Careless Times

**THE AD SHOP**  
Complete Typographic Service  
JACKSON 8-4618 • 101 WILKINSON STREET • NEW ORLEANS 16, LA.  
FILMOTYPE • CAMERA • MATS • RUBBER PLATES • VINYL MOLES

The striking 5½x8½-inch card of a New Orleans typographer is serviceable both by showing many styles and enlightening by demonstrating inroads on type-use by photolettering. It discloses the frequent problem, having the second color strong enough for type or lettering, light enough for overprinting

**REPARATION  
OF  
COPY...**

Type: Foundry Craw Clarendon for display, available only as reprints, electros or plates. The giant initials are Linotype set together with Baskerville text. Ask for free type book.

Hancock 6-1150  
74 India Street  
Boston 10, Mass.

**CECIL H. WRIGHTSON, Inc.**

Moderately "tricky" handling of display on advertising card of Boston typographer seems certain to arrest attention of all receiving copies. It is worth being repetitious to state that progressive Wrightson sends a new card every week of year

By George M. Halpern

Questions will be answered by mail if accompanied by a stamped envelope.  
Answers will be kept confidential upon request.

## New York Exposition to Feature Many Press Advances

- Efficiency, speed, and safety to be stressed in equipment at exhibit
- Manufacturers are making presses easier to operate and maintain
- Show can help in evaluating present as well as buying new equipment

It appears now that the show at the New York Coliseum next month will provide us with many notable advances in pressroom practices and equipment in all of the printing processes. Many items that have completed trial periods and have proved successful will be unwrapped for public display for the first time by press equipment and material manufacturers.

During this past year, I have had occasion to visit a number of experimental laboratories; industrial plants engaged in testing new press equipment, methods, and materials, and equipment manufacturers and suppliers. Much that I have seen will probably be available for public view at the Coliseum. Here are some of the important presswork advances to look for at the exposition.

The letterpress printing press manufacturers have finally come up with a sheet-fed press that combines rotary and flat-bed operations in job cylinder size. The press is a neat, compact unit with a good hourly production rate. Through the combination of rotary and flat-bed principles, it can produce a two-color job on one pass through the press. No special requirements are necessary for the curved plate; it can take any conventional plate of any material. The press itself occupies no more space than that required by an ordinary small, horizontal job cylinder press of single color and same size sheet.

### Adjustable Impression Devices

While in the past certain press manufacturers built in adjustable impression devices, very few of these have been applied to flat-bed and rotary presses. These have now become available on many of the newer types of equipment. Even the latest proof presses use adjustable beds with minute markings. When fine reproduction proofs are required, this can be an important element. No longer is it necessary to place pieces of paper underneath individual cuts or galleyes.

Some presses will come equipped with safety bars which prevent forms type high from becoming damaged. An over-height form striking a rubber bar automatically stops the press on contact.

Many printing press manufacturers have applied the techniques of the automobile industry to press construction. Moving parts to be serviced have been raised to operator height. It is no longer necessary for pressmen to stoop, crawl, or bend to get at those parts of the press which require constant surveillance and servicing. Quick accessibility to the form or plate has become a standard feature on most presses.

Printing presses have been designed for under-cylinder printing and delivery with

sheet return on a lower level but at the same end at which feeding takes place. During the regular press run the pressman can remain in one place, checking the quality of the printed product and supervising the loading of his press. This feature, too, reduces the over-all size of the printing press and provides additional space for movement of stock to and from the press or for the addition of more equipment.

It has been the practice in many plants to hire an electrician to install additional stop buttons on older presses. Newer machines come fully equipped with stop devices which can be operated from almost any side of the equipment.

The development of grippers with a self-adjusting action is another new advance. This eliminates considerable time formerly required to make adjustments for size or weight of stock.

Along with the emphasis on safety requiring complete enclosure of moving



parts has come the introduction of automatic lubricating systems. Here, too, the pressman need not spend a great deal of time in oiling his machine before beginning the day's work. Those few oil holes which require hand lubricating are easy to get at and oiling can be done after press get-away.

On many of the presses currently in use, the pressman must stop his press after every several thousand impressions to remove and wash the rollers. This is especially true when fast-drying inks are used, or when there is a great deal of lint accumulation on the rollers. The built-in automatic roller washup on many of the newer presses minimizes the need for such production time loss.

Some new press models feature several kinds of anti-setoff spray guns mounted on the press. This gives the pressman a choice of liquid, wax, or powder, and it also eliminates the need for mobile spray units.

Changes in ink fountain design and operation have lessened the burdensome chore of complete stripping for washup. Newer fountains can be disengaged from the rollers, and fountain balls and blades can be easily separated from one another by a flick of the wrist.

Other important improvements to look for in pressroom operation and equipment are large scale use of transparent plastic sheeting marked off in squares and gradations for quick and easy press lockups and for registering forms before going to press; special lineup tables for both the letterpress and offset processes; and the use of ink tachometers mounted on the press for determining density and uniformity of ink on the rollers.

Other important innovations are densitometers in the pressroom for measuring densities of ink on the printed sheet, especially where large halftones and solids occur; new magnetic gauges to check packing accuracy; electronically-operated press

#### **Named Harris-Seybold Manager**

Kenneth J. Nolan has been appointed New York district manager for the Harris-Seybold division of Harris-Intertype Corp., Cleveland. He replaces T. M. Broadston, who resigned to become vice-president of the Dahlgren Manufacturing Co., Dallas. Mr. Nolan, who was the assistant district manager before his new appointment, has been with the Harris-Seybold sales department since 1950.

In his new position he will be responsible for sales and service in the New York City metropolitan area including parts of New Jersey and Connecticut.



**Kenneth J. Nolan**

trips to detect late, early, crooked or absent sheets; electrically-operated sheet calipers with pilot lights to indicate proper caliper; rotary presses with interchangeable cylinders that permit change-over of cylinders of preselected sizes; electronically-controlled sheet registration; adjustable roller track settings with plus or minus gauge readings for precise settings; and a host of other revolutionary ideas and devices.

A visit to the forthcoming exposition should prove to be a most worthwhile experience for management as well as press-

room operating personnel. No matter what one reads, observation makes it much more understandable. Whether or not the purchase of new materials or equipment for the pressroom is contemplated in the immediate future, the demonstrations of the latest developments will serve not only as a means of assessing currently owned equipment, but also provide a background for the evaluation of existing production techniques. It is possible to discover better ways of performing customary tasks by observing what others are doing.

## **POINTERS for PRINTERS**

*The Inland and American PRINTER and LITHOGRAPHER pays \$5 for each item published in this department*

#### **Graph Paper Useful for Proofs**

Graph paper is helpful when etch proofing a job for lithographic reproduction. It will instantly show if the form is square or not, an asset for printers who do not have lineup tables. Even if you have a lineup table, a proof on one of these lined sheets shows the customer that the job is square, and avoids any arguments about reproofing to correct lineup.—WARD K. SCHORI, Evanston, Ill.

#### **Care of Numbering Machines**

A numbering machine should be removed from the form and immersed in numbering machine oil as soon as a run is completed. Air should never be allowed to harden the ink and fuzz in the tiny crevices of the machine. When another job requiring numbering comes into the shop, remove the machine from the oil and wrap it in newsprint which will absorb most of the oil. If the machine is washed with gasoline, the oil in the mechanism may be cut and wear caused.—JOHN W. NESTLER, Mercury Printing Co., Tampa, Fla.

#### **Don't Let First Process Color Dry**

If the first color on a process color job dries too quickly and becomes hard, later colors will not be "trapped" properly. To avoid this problem the pressman should not use too much drier on the first color and should not let long delays occur between color runs.

#### **Best Paper for Web-Offset Color**

For the best web-offset process printing use a hard-surfaced coated paper as white as possible with a good gloss and a bright appearance. A surface that is too soft will absorb too much water. It will, therefore, cause ink to trap poorly and will result in a lifeless print.

#### **Don't Flood Offset Image**

Offset printers should not just open keys and flood the image to get a darker shade of ink. Doing this requires the use of more

acid and water and delays drying. The pressman's objective should be to run with a minimum of ink and water. Therefore, to get a darker ink shade he should get an ink with more pigment instead of running more ink than necessary.

#### **Cardboard Box Helps Gathering**

To make hand gathering easier use a strong letter-size pasteboard box. Place the lid on a table with the lower section inside it and the open side facing upward. Place an 8-pica piece of wood under one corner at the top of the box to cause a pronounced slope. Instead of jogging each set and pushing it against guides placed on the work table, a somewhat inaccurate method, jog each set and place it in the sloped inside half of the box. An occasional jiggle will cause the sheets to fall into an accurate pile and speed up final jogging and padding.—JOHN W. NESTLER, Mercury Printing Co., Tampa, Fla.

#### **Print Forms With Proper Spacing**

All printed forms that are to be filled in on a typewriter should have typewriter spacing; that is, the lines should be 24 points apart so that once the sheet is started right every doubled-spaced typewriter line will come at the right place. Furthermore, the first line should be spaced so that it will come up at the right point when the sheet is placed in the typewriter. About the only way to do this is to check the form in a standard typewriter while it is still in the makeready stage on the press.—WARD K. SCHORI, Evanston, Ill.

#### **How to Free Stuck Plunger**

If the plunger gets stuck on a Ludlow, put cardboard around the top of it and drop in some ice. The plunger will contract and slip out easily.

#### **Emery Paper Helps Gripper Action**

If you lace emery paper through the gripper edge of a cylinder tympan, the gripper will never lose a sheet.

# THE COMPOSING ROOM

By Alexander Lawson

Questions will be answered by mail if accompanied by a stamped envelope.  
Answers will be kept confidential upon request.

## Naming Type Faces Is an Art With a Rich History

- Ingenious, imaginative names characterized types in the 19th century
- Twentieth century types named after designers, printers, and authors
- Foundries try to give meaningful names to types, do not always succeed

Now that the hot weather has arrived, everyone is out fishing and has plenty of time for contemplation. This might be the moment, then, to discuss some matters typographical which do not require a great deal of concentration; for example, the problem of selecting type names for new type faces or for revivals.

During the last century, when the type founders first began to name their types, they exercised considerable zeal in choosing names that had a real ring. There was no attempt to be smart or even to be brief. This was a matter which required serious attention, and the old boys bent to it. We can look at the old specimen books and marvel at the ingenuity of the age, from the viewpoint of both the designs and their respective titles.

The actual naming of type faces started slowly, but by the middle of the century it was in full bloom, with a vocabulary notable for its imaginative detail. When the English founders began the tentative explorations resulting in the richly decorated types, which we moderns categorize as "Victorian," the terminology was rather mild. There was, for example, the simple Ornamented No. 2 of the Figgins Foundry, the Italian Tuscan of Thorowgood, and such faces as Grotesque Shaded and Egyptian Ornamented. Adding somewhat to the title, however, was the size designation such as Two-line Pica, Double Pica Two-line, etc.

### Meaning Not Important

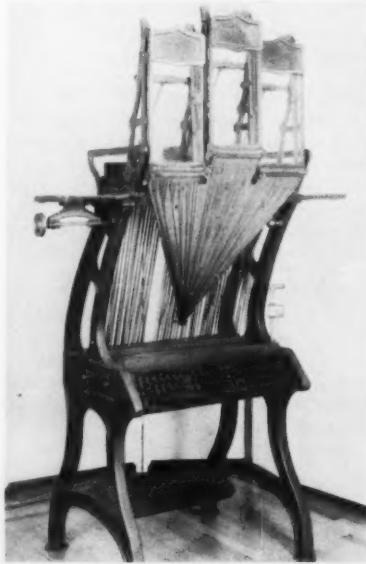
When a new type was designed and a name selected, there was never much attempt to give the title meaning, although sometimes a printer could visualize the style of a letter from the sound of its name. The term *elongated* would generally mean a condensed face; *doric*, a sans serif; *Egyptian*, a square serif (but sometimes a gothic). The name ornamented, meaning decorative, covered a wide field. But what could a printer expect of Two-

line Long Primer Pretty Face No. 175? Or, again, Two-line minion Half Skeleton of the famous old Figgins Foundry?

The American type founders were no slouches, either, in the selection of fancy titles. A glance at the columns of this magazine in the 1880's brings to light an imaginative listing of the sonorous type names.

The ads of the Cleveland Type Foundry were particularly bright with such names as Aurora, Astral, Illyrian, Argent, Elberon, and Excelsior Chameleon. Marder, Luse & Co., countered with Modoc, Par-

The Empire composing machine of 1872, the first typesetting machine to come into common use in the United States, is a gift of Mergenthaler Linotype Co., Brooklyn, N.Y., to the Ford Museum, Dearborn, Mich. When Mergenthaler recently moved its manufacturing plant to Long Island, N.Y., it gave 13 19th century typesetting machines, which had been displayed in its Brooklyn plant, to organizations throughout the U.S.



thenian, Roumanian, Criterion, and then perhaps running out of steam, Hardware. These were all competing with an assortment from other foundries, such as Maltic Condensed, Rhombic, Arboret, Dainty, Kismet, etc. No doubt a number of these types are still being used somewhere in the land and are at least remembered by many old-timers.

### Today's Names Less Romantic

During the present century, type naming has become a less romantic sport. Attention is often devoted to providing a meaningful designation for each type, even though this meaning doesn't always "get through" to the printers. In the first two decades many revivals of the historic types were offered. Of course, these usually took the names of the originals—the designer's name or some other term which carried historic significance in relation to the type face.

In this group of universally used faces would be Bodoni, although the Parma punch-cutter might not want to claim credit for some of the revivals which bear his name. Garamond is another, in spite of the fact that several of today's copies stem from a French printer named Jannon. It is odd that none of the present historic types bear the name of the Venetian, Aldus Manutius. Instead, his contemporaries have been selected to receive this honor.

The name Bembo was given to an Aldine letter simply because the original happened to have been used in a book written by the Humanist scholar, Pietro Bembo. Another popular Monotype face, Poliphilus, takes the name of a book printed by Aldus.

Caslon and Baskerville are honored by types of the same name, but the lovely type cut by William Martin about 1790 has been named Bulmer, after the printer who used it so well. Scotch Roman stems from the Scottish types of the 19th century. Similarly, the modernization of Scotch designed for Mergenthaler by W. A. Diggins uses the ancient name of Scotland, Caledonia.

Another popular source for type names is the association of a particular printer or

shop. Thus, we have Cheltenham, probably the best known American type ever produced, which was cut privately for the Cheltenham Press. The Merrymount Press, operated by Daniel Berkeley Updike, also used a letter expressly designed for it.

Another one of the great private press types was the Doves type, used exclusively by Cobden-Sanderson at the Doves Press. This type finally ended up in the Thames River, since Cobden-Sanderson refused to allow any other person to use it.

The source of type names is so varied that it would be difficult to try to categorize all the possibilities. Frederic W. Goudy, an individual who had lots of opportunity to think of titles for his scores of designs, seldom found himself at a loss. He named one of his most successful faces after Mitchell Kennerley, a New York publisher who was the first to issue a book using the type.

Another popular Goudy type design was named after his home, Deepdene, near Newburgh, N.Y. And so it went, Trajan for a letter patterned after the inscription on the Trajan Column, Thirty for the face which was to be produced after his death, and Bertham, for his talented wife and first-rate composer, Bertha. Goudy, incidentally, is not the only designer to favor his wife in such a way. The widely used Lydian of Warren Chappel was so named.

During the 1920's a certain looseness again appeared in type naming, with a number of attempts to be contemporary. Street names received a good play; for example, Broadway, Boul Mich (Michigan Boulevard), Park Avenue, etc.

Short snappy names became popular, such as Futura, Tempo, Metro, Spire, Neon, Rivoli, Vogue, and scores more. In the United States, the German sans serif designed by Rudolph Koch became Kabel, after the Atlantic cable.

When the square serifs were revived, many of them took names reminiscent of the 19th century terms for similar designs. This brought about Karnak, Cairo, and Memphis. One name for a square serif was particularly appropriate, that of Girder, which described the structural outline of the type quite well.

For its square serif, the American Type Founders Co. wistfully used the name Stymie, hoping perhaps that their version of the style would be so successful that it would prevent further movement of European importations.

Just in case present-day printers feel a certain nostalgia for the good old days, they can look at some of the names supplied for postwar designs being offered from founders here and abroad. Venus most certainly is a far cry from the famous sculpture. Hellenic bears little resemblance to Greek architecture.

It would, however, be easy to determine the style of a type from such names as Admiral, Dynamic, Derby, Caprice, Discus, and Mistral—all scripts. The last-

named has been termed "mistrial" and a few less complimentary titles. Talking about a current script, a printer at a recent convention exclaimed, "This type looks like an *apache* writing his name in blood on a Paris wall—but my customers have to have it!"

A short time ago a group of printers were discussing type names. One of them

mentioned the two new types, Nitetime and Noontime, which had just been announced in a trade periodical ad. One of the printers remarked, "When they bring the lightface out, they'll have to call it Morningtime." "No," said another, "I bet it'll be named Coffee-break." A voice from the back of the room interrupted, "If it is, it will have to be Coffee-break Extended!"

## Your Slugcasting MACHINE PROBLEMS

By Leroy Brewington

Mr. Brewington will answer machine problem questions addressed to him in care of this magazine

### Removing Drive Shaft

Q.—Before I get into it I want to know the best and shortest method of removing the driving shaft on a Comet Linotype. How does it differ from the older hand-operated models, such as 8, 14, 5, etc.?

A.—Removing the drive shaft from a Comet does not differ in any way from removing it on the other models of Linotypes. First, remove the taper pin holding the C-230 drive pinion. Then remove the clutch arm and the driving-shaft clutch-flange holding screw C-1444 from the flange itself, C-8.

After this has been done, the drive shaft can be slid out very easily, provided it is not frozen to the drive shaft pinion. If the driving shaft pinion, C-230, is frozen to the inside of the drive shaft, you will note on the C-1788 drive shaft that there is a small oil hole to the left of the taper pin. Apply penetrating oil, solvent, kerosene, or some other light-viscosity substance to act as a loosener. Pull the drive shaft outward until the clutch flange, C-8, hits the left supporting bracket, and tap very gently until the C-230 driving pinion breaks loose.

### Causes of Transpositions

Q.—An operator submits proofs, and asks that we tell him the cause of the transpositions shown on them. What's the answer?

A.—There are not enough errors of transposition to determine the cause. In the case of frequent transpositions, observe the slow characters. Examine the cam and note whether its rotation is normal. Remove it and oil the pivot with clock oil. Roughen the roller beneath the cam with coarse sandpaper. This will remove the ordinary causes of transposition.

From your description of the trouble and from the way the proofs appear, we can not assign the errors to the machine

with certainty. See if the cams and rollers are in good condition. The roller under the spaceband cam usually wears more rapidly than at any other place. Have the keyrod spring just strong enough to draw up the pawl levers quickly.

### Teletypesetter Elevator Cam

When changing a slow speed operating unit from a standard Linotype machine to a Teletypesetter-equipped Bluestreak Comet with the adapter keyboard, it is necessary to replace the old elevator lift cam with cam #122788.

### Physical Handicaps Not Problems

Q.—Is deafness or loss of the left thumb a sufficient handicap to bar an operator's progress?

A.—Deafness is only a slight handicap in operating the machine. There are many operators who are deaf. Loss of the left thumb should not keep an operator from becoming proficient at the keyboard.

### Main Reasons Machines Squeak

Q.—Where are the most common places to look for squeaks if the machine is not oiled thoroughly?

A.—The most common places to look are:

1. Mold disk guide support screw and bracket, under the left side of the mold.
2. The rollers attached to the justification levers that work on cams 4 and 5.
3. Rollers on the mold cam lever.
4. First elevator slide, front and back.
5. First elevator jaws rubbing against the intermediate transfer channel.
6. Left end bearing of the keyboard cam rollers.
7. Pot cam roller.
8. First elevator starting spring. Put oil on top so that it runs through the spring.
9. Justification lever springs. Oil at the top.

## SALESMEN'S CLINIC

### Objections Voiced About Sales Training

By Irving Sherman\*

Every now and then someone rises among us and questions the entire plan of salesmen's training. Skepticism may come from any source: salesmen, sales managers, sales consultants, printing house executives, and others.

In almost every instance, when grave doubt that the salesmen-training methods are right flares up, it comes to us from a center of deep confusion and frustration.

For example, a relatively large plant in the eastern area of the country rarely employs a salesman who has been trained. Why? Experience has shown that training has been inadequate or faulty, the firm's chief executive told us.

In what ways, we inquired.

In reply, there was a flood of objections to the salesmen's habits, procedures, and results, which the executive attributes to training or lack of it. Errors, in almost every instance, could be traced to the salesmen's own bad habits. Training actually had nothing to do with it.

Is this an absolute finding? No, it is not, but it can be so concluded when objections are made to the way in which salesmen have been trained. In most cases, what the objector is talking about is not the *how* or *why* of the training, but the individual salesmen's adaptation and absorption of precepts.

Several years ago, I was employed by a specialty printer who did a great deal of salesmen's training. However, the sales personnel turnover still remained high. Desperate, the printer began to seek the answer to his problem in better personnel training; in more articulate and more elaborate training setups. This became a major facet of his sales operation.

What happened? The same turnover, the same anguish of unfulfilled volume, and waste of both manpower and equity!

The sales managers and sales training experts who were hired certainly were

\*Mr. Sherman has sold printing and has been the editor of several trade publications. His articles are based on actual problems.

thorough and sounded quite professorial, but they forgot to correlate a big X—the degree of absorption and adaptation on the part of the trainees.

Aren't we then in deep territory regarding training?

Not necessarily.

For example, nobody in his right sense plants fruit trees any old time or expects tulips and roses to come up in March. We have to have the right soil and the right climate.

This, too, is the crux of training.

No salesmen or sales trainee who does not have a conditioned reflex for it will react to training. What does this mean? It

1958 National Business Show featured a unique badge. Printed in green, black and brown, paper badge was die-cut around name lines so it could be inserted in coat pocket; small circle die-cut enabled wearer to hook it over button for display

#### NATIONAL BUSINESS SHOW

RUDOLPH LANG, MANAGING DIRECTOR

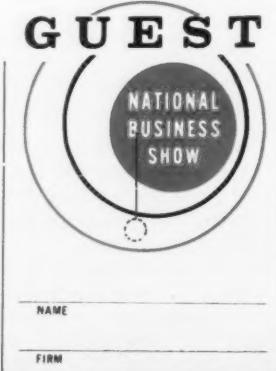
October 20th through 24th 1 to 10 p.m. daily

A Member Service of  
GRAPHIC ARTS ASSOCIATION, INC.  
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means that we must be sure that we have the right people and that we have given them the right environment and the right training.

To illustrate: The specialty printer I mentioned got himself a learned pundit who got down to brass tacks, he thought, by beginning with an analysis of the composition of the cerebrum, the thalamus and speech centers in the brain. He said this is where selling begins.

Very erudite, indeed. But to average Mr. Salesman sitting out there in the bleachers, flexing and unflexing in discomfort, this was terribly uncommunicative and sterile. So what if speech does begin around the thalamus?

No wonder the top man at the eastern plant wants no part of trained salesmen. Maybe he has run into too many of the thalamus-speech-center boys!

Let us not get too facetious. Of course, we must have training; of course, we must begin at the beginning and indoctrinate according to basics. But surely there is a limitation. Basics should not be interpreted to mean medical dissertations to an audience short on knowledge of elementary physiology!

An awful lot of shibboleth gets into this credo of training, just as to some the word "technique" cannot mean anything less than Heifitz playing the violin. The abandonment of simplicity, the posture often assumed in training, is frequently prejudicial to it. This is often at the root of many miscues in the process.

One of the most curious developments of faulty training among printers is the underplaying of the very objective of it; namely, the sale and promotion of printing. This is assumed to be inherent. But the assumption of the obvious is precisely why it never gets done, and the salesman learns all about selling but not how to sell printing successfully.

The great difficulty is that the *desideratum* continually eludes us in the search for the *modus operandi*. The human species almost always runs to extremes. The alternative to a highfalutin' training system that does not jell is not to send the men out "to get their feet wet." It is, instead, a tailoring of the training to the trainees in accordance with and at the rate of absorption by the men. If this can be done, there will be good results, and most persons may be less inclined to take potshots at training programs.

#### Partying Not Part of Deal

Q.—While out with a prospect a salesman ran into several of his friends. He invited them to come along and made a big party out of it. His expenses were swelled by more than \$50. Should the firm have allowed this increase?

A.—The expense was not warranted. The salesman exceeded his authority and he should be made to foot the bill.

# THE PROOFROOM

By Burton Lasky

Questions will be answered by mail if accompanied by a stamped envelope.  
Answers will be kept confidential upon request.

## Consistency Is Important For Perfect Typography

Q.—It seems to me that there is a world of difference between the rules and suggestions that I find in the stylebooks and in columns such as yours and the realities of the problems I face as a proofreader trying to do a good job. It is very discouraging to find that many of my queries—often pointing out substantial errors—are totally ignored. Now I seldom bother about inconsistencies in capitalization or compounding, because I am tired of being accused of being too "fussy." For that matter, I am beginning to doubt, myself, whether consistency is terribly important. When someone asks me what difference it makes if a word is capitalized in one place and lower-case in another, I find that I cannot give a convincing answer. What do you think? What difference *does* it make? Who will notice, besides other proofreaders and editors?

A.—Almost every conscientious proofreader has to answer questions like these, not only for others but for himself as well. My correspondent is concerned specifically with the importance of uniformity of style, but the same questions are often raised with regard to typographical errors. How many of us have been confronted with the statement: "If I can't see them, my customers can't."

I think that proofreaders tend to give up too easily when faced with such an attitude. All too often they retreat from the battle, comforting themselves with the feeling that only everybody else's ignorance prevents the recognition of their superior knowledge.

The fact remains that there are convincing answers to the question of who cares about "minor" errors and inconsistencies. They may not convince everybody, but they have brought a surprising number of apparent intransigents over to the side of good usage and, within reason, typographical perfection.

The printer or publisher who maintains that he cannot see most of the typographical errors that his proofreader finds is overlooking one important point. True, he probably does not see *all* of them. That is the job of the trained proofreader. But he is likely to pick up a few errors, and

another casual reader will find a few more, and so on. It is a fair bet that *every single error* will be seen by someone, and the accumulation of bad impressions is not likely to help the reputation of the firm responsible for the mistakes.

It is something of a paradox that many printers who seem unconcerned about "a few typographical errors" pride themselves on the quality of their printing. When they understand that good proofreading can make a substantial contribution to the level of quality, their attitudes often change.

The question of uniformity of style is a little more difficult. I have maintained in these pages that, unless he has specific authority to do so, a proofreader should not attempt to establish absolute consistency. Variations in proximity should be queried, but a general note may suffice to point out inconsistencies running through an entire manuscript.

There remains the question of whether or not stylistic uniformity is important. I think that the answer is an unqualified "Yes." It may be true that few readers will notice that a form such as *wave length* appears as two words on one page and as

a hyphenated compound on another. And I will even go so far as to say that an occasional inconsistency is difficult to avoid and not particularly damaging. But when there are many variations in style, readability suffers, although the reader may be totally unaware of the cause.

Few would dispute the statement that a well-designed book or periodical is easier to read than one that is slapped together without any attention being paid to typographical niceties. It is also true that the typographer's art is not an obvious one. The average reader who finds a well-planned book more inviting than one that "just grew" is seldom aware of the reason for the difference. I think that the same thing can be said of a well-styled book, pamphlet, or any other piece of printing. When a publisher or printer understands this, he often insists that his editors and proofreaders pay as much attention to consistency as they do to other aspects of their work.

### Check-Up on Putter-Offer

Q.—Would you pass the phrase "putter-offer" or "put-offer"? Also, what about "travelers cheques"?

A.—Neither *putter-offer* nor *put-offer* is acceptable. The phrase, which is of course a colloquialism, should be *putter-off*. When a verb and adverb are joined to form a noun, the suffix may be added only to the verb. Similar forms are *checker-up* and *passer-by*.

*Cheque* is the British spelling for *check*. Most American banks use the phrase *travelers checks*. A bank with English origins might prefer the other form. Incidentally, the British use *cheque* only in the banking sense and, analogously, in the game *chequers*. In all other senses their word is also *check*.

### Commas in Subordinate Clauses

Q.—When should subordinate clauses be set off by commas?

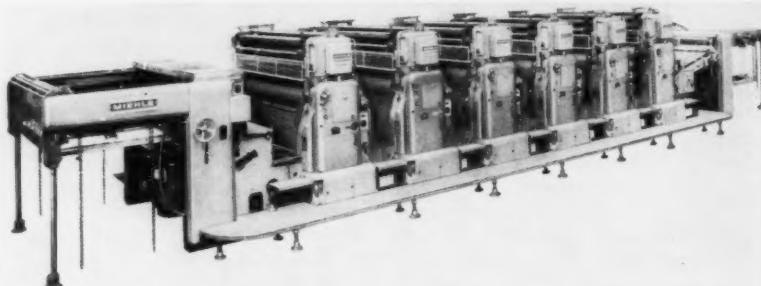
A.—If the subordinate clause is not limiting in its meaning, it should be preceded and followed by commas. If the meaning is limiting, no commas are used. A good way to remember the rule is to ask yourself the question: Is it limiting? If the answer is yes, then no commas; if no, yes.—*First to Final*



—Courtesy *Printing News* (London)

WHAT'S  
NEW?

## IN EQUIPMENT AND SUPPLIES



Miehle 54/77 offset press, claimed to be the world's largest, can handle sheets to 54x77 inches

### Miehle's 54x77 Six-Color Offset Press Features Unitized Design

The Miehle Co., division of Miehle-Goss-Dexter, Inc., has introduced its Miehle 54/77 offset press, which the company claims to be the world's largest offset press. Featuring unitized design principles, the presses are available in from one to six colors, handle sheets from 28x42 inches to 54x77 inches and run at speeds from 3,300 to 6,000 per hour, the manufacturer reported.

The 54/77 offset press can be equipped with Miehle's nonstop feeder or the new web sheet feeder, and with a continuous double-pile delivery for long-run, high-speed production, according to Miehle.

The company reports that some of the design advantages of the Miehle 54/77 offset press include: lubrication-free air pumps on the feeder to prevent oil-soiled sheets; cam-closed, carbide-grit-faced grippers for positive sheet control; even-tension easy adjustment of blanket; double strength printing cylinders; interchangeability of the press plates with the Miehle No. 76; new type sheet guards to

#### Monadnock Offset Paper Line

With the addition of the Panchroma Vellum grade, a white, titanium-filled sheet, Monadnock Paper Mills, Inc., is now offering lithographic and greeting card manufacturers what it claims is one of the most comprehensive offset lines in the industry. The line consists of Bennington Offset, Monadnock Offset, Panchroma Vellum, and Cumulus Vellum. According to the company, all four grades are suited for multicolor, high-speed, offset use.

For information: Monadnock Paper Mills, Inc., Bennington, N.H.

run in narrowest margins; air glide sheet transfer; drive gears in sealed oil bath; drop away ink fountain for fast cleaning; all-electric water fountain drive; low pressure, maintenance-free exhaust; optional center and off-center slitting; Miehle's overlap sheet register system; rotative ink drive with 360° inker vibrator timing, and Bijur automatic lubrication system.

For information: The Miehle Co., Division of Miehle-Goss-Dexter, Inc., 2011 Hastings St., Chicago 8.

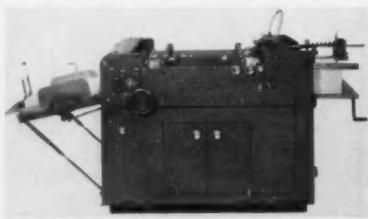
#### Jet '20' Perforator Developed

The Jet '20' perforator, which slot perforates, snap-out perforates, scores, creases, and slits, has been developed by the F. P. Rosback Co. The company reports that minimum sheet size is 6x6 inches and maximum sheet size is 20x20 inches.

The company claims that the machine gives accurate perforation at 12,000 to 24,000 sheets per hour on continuous perforation and up to 7,000 on strike perforating. It has anti-friction bearings for trouble-free service, the company reports, as well as precision-ground feed rollers.

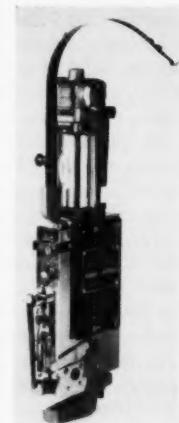
For information: F. P. Rosback Co., Benton Harbor, Mich.

#### Jet '20' Perforator introduced by F. P. Rosback



### Acme Steel Co. Introduces Air Stitcher for Packaging

Acme Steel Co. has announced a new, air-actuated wire stitcher designed for assembling or packaging work, which is said to save from 65% to 80% in fastener material costs. Designated the Model L Champion, the stitcher is a small, compact unit that can be used in many types of automatic equipment or for manual stitching or tacking on a continuous or nonrepeat basis. Size of wire it accommodates is from No. 27 to 25 round and 21 by 25 flat wire.



Acme develops air-actuated wire stitcher

Easily mounted, this machine is of particular value to a manufacturer who would want to mount multiple units to stitch one object with several stitches at one time, the company reported. It may also be grouped for various patterns of fastenings as required. It can be positioned to stitch downward or upward, horizontally, or at any angle.

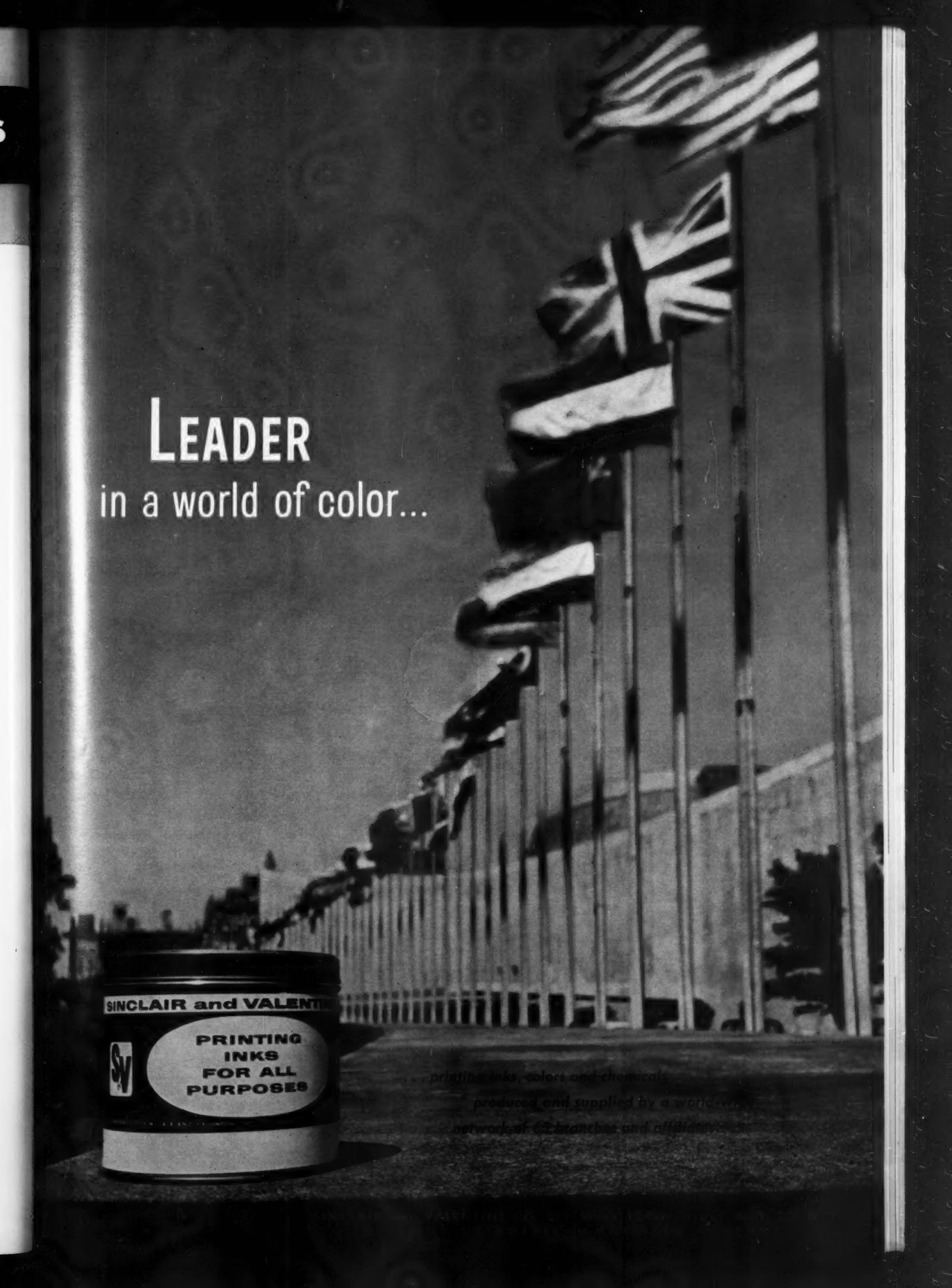
For information: Acme Steel Co., 135th St. & Perry Ave., Chicago 27.

#### Davidson Line of Printing Paper Masters Introduced

A line of paper printing masters, Dav-A-Mats, has been introduced by the Davidson Corp. Dav-A-Mat paper masters are made in three styles: straight-edged, oval-punched, and pin-bar. The line is complete in size and style, the company reported, to fit any press or duplicator up to 17x22 inches.

According to Davidson, the masters are available plain or with indicia (nonreproducing guide lines). Five series are designed to take runs of 50 to 2,000 copies. Dav-A-Mats can be prepared for printing by direct image using a ball-point pen, pencil, fabric or carbon typewriter ribbon, litho crayon, ruling or brushing ink, or preprinted offset or letterpress.

For information: Davidson Corp., 29 Ryerson St., Brooklyn, N.Y.



# LEADER in a world of color...

SINCLAIR and VALENTINE



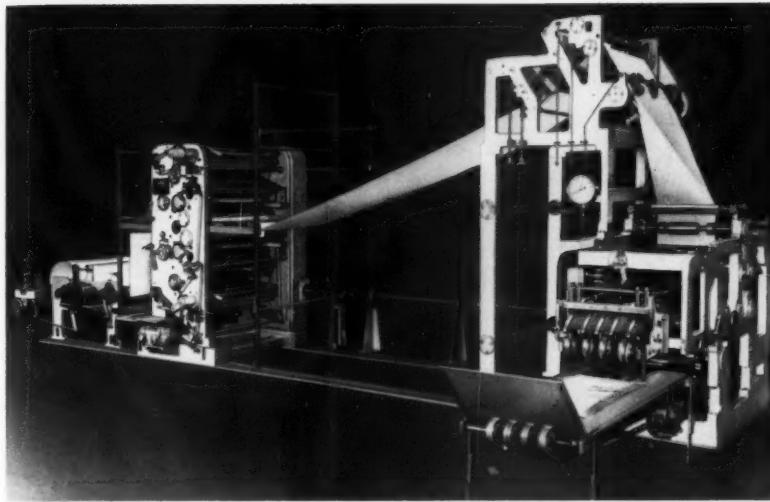
PRINTING  
INKS  
FOR ALL  
PURPOSES

printing inks, colors and chemicals

produced and supplied by a world-wide

network of 60 branches and offices





Web offset publication press, developed by ATF, includes a patented blanket cylinder arrangement

## ATF 23½x38 Web Offset Press Can Handle Four Signature Sizes

A web-fed offset publication press, designed to include engineering features necessary for high-speed quality production on both the printing units and the folder, with a maximum size of 23½x38 inches, has been introduced by the American Type Founders Co. The press is reported to produce folded signatures at an operating speed up to 25,000 cylinder revolutions per hour.

The area of control over the web, without additional idler roller contact, has been achieved by a patented blanket cylinder arrangement, according to ATF. The

### Cold Type Make-Up Table

The new Foster cold type make-up table has a formica top 47x34 inches with an adjustable sloping top 34 inches wide and a stationary flat surface 13 inches wide. A storage cabinet, pull-out tray to serve as a cutting board, and a drawer are included.

Accessories are a floating-arm magnifier and gear track device with stainless steel parallel straight edges.

For information: Foster Manufacturing Co., 13th and Cherry Sts., Philadelphia 7.

**Cold type make-up table has an adjustable top**



web is slightly wrapped around both the upper and lower cylinder, with no possibility of pull-back, therefore eliminating any printing slurr. Folding cylinders, it was reported, are of a new design. They have improved tucking action and a means for permitting rapid changing of blade and jaw elements when changing types of folds, thereby reducing the changeover time.

The manufacturer claims that the 23½x38-inch press will produce four types of signatures. The maximum page for the newspaper size is 19x23½ inches. Tabloid maximum is 11¾x19 inches. Other maximums are 9½x11¾ inches magazine size, and 5½x19 inches digest size.

The 23½x38-inch model is a blanket-to-blanket web press. It was reported that both the upper and lower plates can be changed simultaneously in a few minutes without breaking the web. Improved plate lock-up design virtually eliminates plate

### Double Cylinder Air Pump

Leiman Bros., Inc., has introduced an oilless, double-cylinder air pump, which, according to the manufacturer, permits the use of a single pump to supply both blowing and suction simultaneously. The air pump, it was reported, has a vacuum capacity of 22 inches Hg. and 8 cfm displacement; pressure capacity of 12 psig, and 14 cfm displacement.

The construction of the pump, the company claims, is entirely free of lubrication to eliminate possibility of oil contamination. The pump is completely ball-bearing equipped for frictionless operation.

For information: Leiman Bros., Inc., 102 Christie St., Newark 5, N.J.

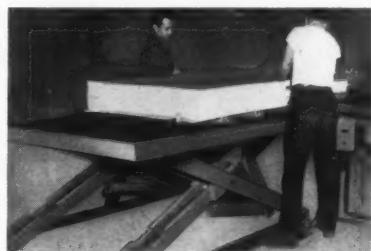
cracking. The upper and lower unit register controls for the side and running way adjustments are separate, and may be operated with the press in motion, the company said. Full width cross perforation and slot vertical perforation are provided to eliminate corner wrinkling in the folding. Ink form roller, ink ductor, and water dampener controls are easily accessible.

For information: The American Type Founders Co., Inc., Web Division, 200 Elmora Ave., Elizabeth, N.J.

## Autoquip Lift Designed For Production Line Work

A lift specifically designed to provide savings and increased output in less time for production line feeding and receiving has been developed by the Autoquip Corp.

Available in any platform size or any lifting capacity, the new production lift, according to Autoquip, can be customized to feed and receive conveyors, presses, stamping machines, paper machines, etc. Completely lowered, the unit, according to the manufacturer, is literally flat as a pancake, and out of the way of other work. In operation, the automatic controls may be



Autoquip's production lift can be customized to feed and receive conveyors, presses, etc.

set to raise and lower to desired speeds and stop at any heights desired.

For information: The Autoquip Corp., 1140 S. Washtenaw, Chicago 12.

### Portable Static Detector

A new lightweight, portable static detecting and measuring device, known as the "Statitector," has been introduced by Herbert Products, Inc. The four-pound, battery-operated instrument has been designed by the company to indicate the presence and location of static build-up at any point on a machine, thus enabling the user to determine the proper location.

According to the manufacturer, operation of the device is extremely simple. A telescoping antenna, or probe, on the instrument is moved about the suspect area; the amount of static present shows on a calibrated meter scale. The spot where the greatest amount of static is indicated on the scale is the proper place for mounting a static eliminator to maintain maximum control, the company claims.

For information: Herbert Products, Inc., Woodhaven, N.Y.

## Miller Co. Announces Two New Letterpress Presses

Miller Printing Machinery Co. has announced two new letterpresses, the Miller SY 27x41-inch single-color, and the Miller TY 27x41-inch two-color. The company reported that extensive changes have been made on preceding models to produce the new SY and TY presses. The design changes were made in order to bring the practical operating speeds of the equipment much closer to the factory-rated maximum speeds of 4,250 iph for the single-color press, and 3,750 two-color iph for the TY press, Miller declared. Features which would result in a reduction of makeready time were also included.

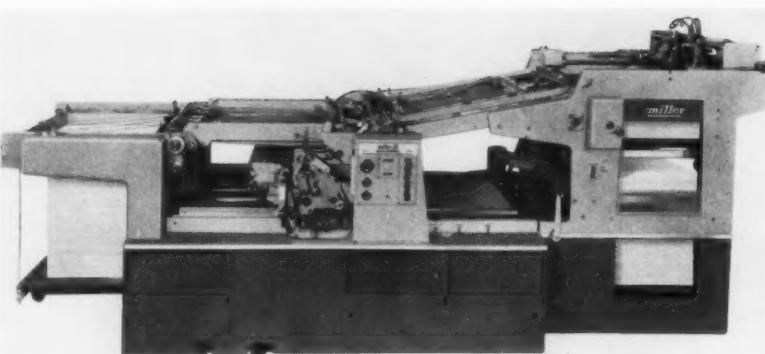
Among other features claimed by the manufacturer are the new Miller stream feeder, counterbalanced feedboard, motorized piles on both feeder and delivery, improved registration system, more rigid inker support, fully adjustable tape delivery to meet the requirements for a complete range of stocks, added effectiveness to the automatic lubrication system, and better grouping of the operating and adjusting mechanisms.

For information: Miller Printing Machinery Co., 1117 Reedsdale St., Pittsburgh 33, Pa.

## Horizontal Rule Dropper Developed by Fairchild

Fairchild Graphic Equipment, Inc. has added to its line of Teletypesetter equipment a device which automatically inserts either steel or lead rules between classified ads as type is being set. Known as the "Horizontal Rule Dropper," the unit is attached to a line-casting machine directly above and slightly to the right of the outside galley.

The device can be operated either manually or by Teletypesetter tape. When operated by Teletypesetter, the steel or lead rules are dropped automatically at the proper time from a signal in the perforated tape. When the linecasting ma-



SY 27x41-inch single-color letterpress, one of two models, introduced by Miller Printing Machinery Co.

chine is operated manually, the rules are dropped by the flick of a switch located adjacent to the machine's keyboard.

The device can be used with rules having a thickness of two or four points and a length of 9 to 12 picas.

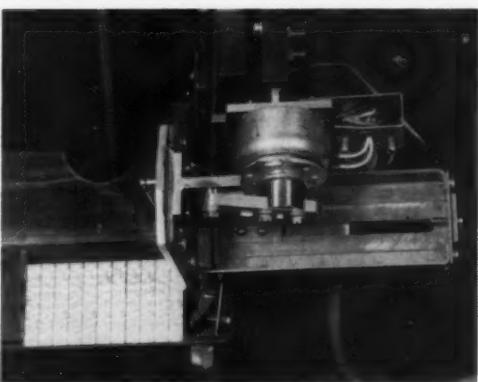
For information: The Fairchild Graphic Equipment, Inc., Fairchild Dr., Plainview, L. I., N.Y.

## GBC Zip-Lox Plastic By General Binding Corp.

The GBC Zip-Lox, a loose-leaf plastic binding designed to meet both plant and office binding machine production speeds, has been introduced by General Binding Corp. According to the company, two locks, one at each end, secure the binding's fingers to the backbone. These locks can be released with thumb pressure on each lock. The plastic strip containing the binding fingers, it was reported, then slides easily off the zip track.

The Zip-Lox fingers are stocked in red, blue, white, green, or black and the company reports that nine other GBC colors are available on request. The multiple plastic rings of the Zip-Lox are spaced 19 to the 11-inch sheet size. They are made of a vinyl copolymer compound, which, according to GBC, provides greater impact strength, high resistance to heat distortion, and resistance to action of all chemicals.

For information: The General Binding Corp., 1101 Skokie, Northbrook, Ill.



Fairchild Graphic has added the horizontal rule dropper to its line of Teletypesetter equipment. Device automatically inserts either steel or lead rules between classified ads as the type is set on the Linotype machines

## New Rotating Roll Clamp Attachments by Clark Co.

Two rotating roll clamp attachments for the handling of paper rolls by lift trucks, available with either 180-degree or 270-degree rotation, have been introduced by the industrial truck division of the Clark Equipment Co. The manufacturer reports that Model A-5 clamp has a capacity of 5,000 pounds and will handle 10- to 50-inch diameter rolls; Model A-8 has a capacity of 6,500 pounds and will handle 10- to 60-inch rolls.

Both clamps feature a high rotating torque—up to 39,000-inch-pounds on the Model A-5, and 75,000-inch-pounds on

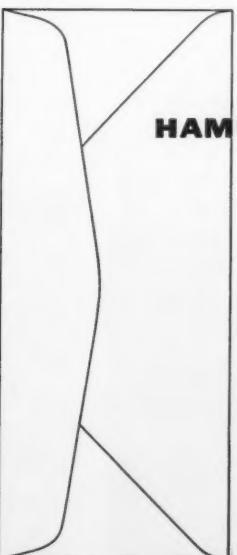
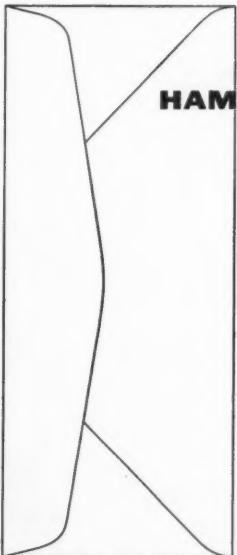
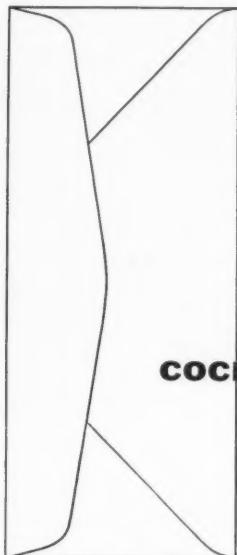
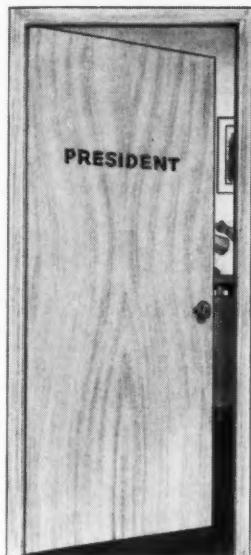


Model A-8 rotating paper roll clamp has a 6,500-pound capacity; will handle up to 60-inch rolls

the Model A-8—which allows greater off-center pickup of rolls, according to the company. Both models provide full hydraulic adjustment of arms for the full range of rolls handled, including magazine stock and tissue. A single hydraulic control lever, it was reported, enables the operator to clamp any size roll without dismounting from the truck. Rotation speed of the clamps is adjustable.

Damage to the roll is virtually eliminated, the manufacturer claims, through use of contoured, self-adjusting lift pads with permanent flint-impregnated steel surfaces, designed to require minimum clamp pressures.

For information: Clark Equipment Co., Industrial Truck Div., Battle Creek, Mich.



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**COCKLETONE BOND** Envelopes make an executive impression. When a man receives a Cockletone Bond envelope and feels its snap and strength, he knows he's getting something important. Cockletone Bond envelopes match the high-quality whiteness of Cockletone Bond letterheads. Their modest price makes firm customers.

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**HAMMERMILL WOVE** Envelopes take printing nicely, seal firmly, and handle easily. They have the body to look good when they're delivered, and they'll save you money on big mailings. Attractive blue white. Hammermill Paper Company, Erie, Pennsylvania.

**HAMMERMILL  
ENVELOPES**

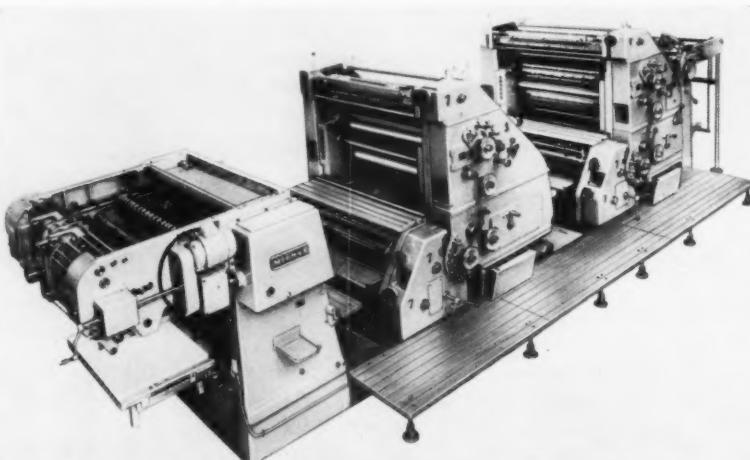
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# Miehle to Introduce Four-Color 25½x38 Sheet-Fed Offset Press

A 25½x38-inch four-color offset press geared to deliver 7,000 sheets per hour will soon be introduced by the Miehle Co., a division of Miehle-Goss-Dexter, Inc. Comprising two two-color common impression cylinder units, the Miehle No. 38 is designed for increased efficiency in printing 25x38-inch sheets, the company reported. Features claimed by Miehle for the press are nonstop feeding and continuous delivery, both with automatic pile

duction made possible by the nonstop feeder, Miehle reported. A sheet catcher slips easily into position to catch the sheets while the loaded skid is being removed. An empty skid is then raised into position, and the sheet catcher is slipped out so that the sheets it has collected drop onto the new skid without interruption.

According to Miehle, all four plate cylinders of the new press are adjustable both around and across while the press is oper-



Miehle's four-color offset press features nonstop feeding and continuous delivery. Consisting of two 2-color common impression cylinder units, it takes sheets to 25½x38 inches at speeds to 7,000 iph

hoist. It also has independent makeready on both color units, plus design advantages of the No. 38 two-color offset press.

Miehle reported that the design of the new press was made possible only by developing a unique sheet transfer system and a better method of obtaining precise register between the impression cylinders. Independent makeready on each two-color unit of the four-color press is accomplished by declutching the main drive. Each unit may be run at slow speed for washup.

The nonstop feeder on the press makes long runs possible even when working with heavyweight paper or board, the manufacturer claimed. In operation, the main pile elevator raises the pile to a point where approximately four-fifths of it has been fed into the press. The auxiliary elevator is then brought up to support a series of metal rods placed in openings in the pallet to take over the pile-raising operation. The main pile elevator is then lowered and reloaded, ready to continue the feeding operation before the paper in the auxiliary elevator has been depleted. Both elevators are controlled by separate motors for uninterrupted feeding.

The continuous delivery enables the press to take advantage of the extra pro-

tection at full speed. Other developments incorporated in the press include single-point printing pressure adjustment, cam-closed cylinder grippers, spring-loaded form rollers, ink drive gears in enclosed constant oil bath, and adjustable inker vibrator timing.

For information: The Miehle Co., 2011 Hastings St., Chicago 8.

## Roller Storage Chest

A combination storage chest and washup rack for Multilith rollers is now being offered by Lith-O-Roll Co. This hard-wood chest was designed to hold a com-

Combination storage chest and washup rack designed to hold a set of Multilith rubber rollers



plete set of rubber rollers for the Multilith, including six ink rollers, two water rollers, and a lower feed roller.

Rollers are quickly and easily removed when needed, the company pointed out. The chest is equipped with a hinged lid and cabinet clasp for opening and closing.

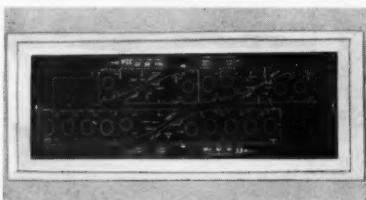
For information: Lith-O-Roll Co., 25 N. Sycamore Ave., Pasadena 11, Calif.

## New Kodalith Ortho Plates For Photomechanical Work

Eastman Kodak Co. has announced a versatile tool, particularly for the graphic arts industry, that assures higher-quality photomechanical reproduction. The new Kodalith Ortho plates, type 3, are reported to be approximately 25% faster than the Kodalith Ortho plates discontinued by the company. The new plates have the same exposure and development latitude, extreme contrast and density, and high dot quality of Kodalith Ortho films, type 3, the manufacturer claims.

The type 3 Ortho plates are designed by Eastman Kodak to make line and halftone negatives or positives for photomechanical reproduction in situations in which exact dimensions and register are of importance. Wide exposure and development range allows the photographer to produce better line and halftone negatives in less time than it took him previously, according to the company.

Major specific applications for Kodalith Ortho plates, type 3, are in photolithography, photoengraving, and photogravure. The plates are available in standard sizes from 5x7 inches through 30x40 inches.



Kodalith Ortho plates, type 3, can be used in the graphic arts industry and in photoengraving

For information: Graphic Reproduction Sales Division, Eastman Kodak Co., Rochester 4, N.Y.

## Davidson Ribbon for Paper Masters

A sturdy typewriter ribbon made of Mylar plastic backed with carbon has been introduced by the Davidson Corp. The ribbon, designed by the company for use mainly with electric typewriters, is used for direct image preparation of paper masters for printing and duplicating equipment, according to the manufacturer.

Davidson reports that when the typewriter key strikes the ribbon, all the carbon is transferred to the paper surface from the plastic backing.

For information: Davidson Corp., 29 Ryerson St., Brooklyn.



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AUTOMATIC OR SEMI-AUTOMATIC GATHERING, HIGH SPEED ROTARY COLLATING  
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PORT HURON is noted for consistent quality of carbon write and performance on flat or rotary collating equipment. We furnish slit or jumbo rolls in stock sizes or made to your specifications. Fourteen waste free patterns are carried in inventory for same day shipment of sheet orders.

Our new SEAGULL 6 1/2 lb. one-time carbon is designed specifically for multiple part forms run on high speed electronic printers.

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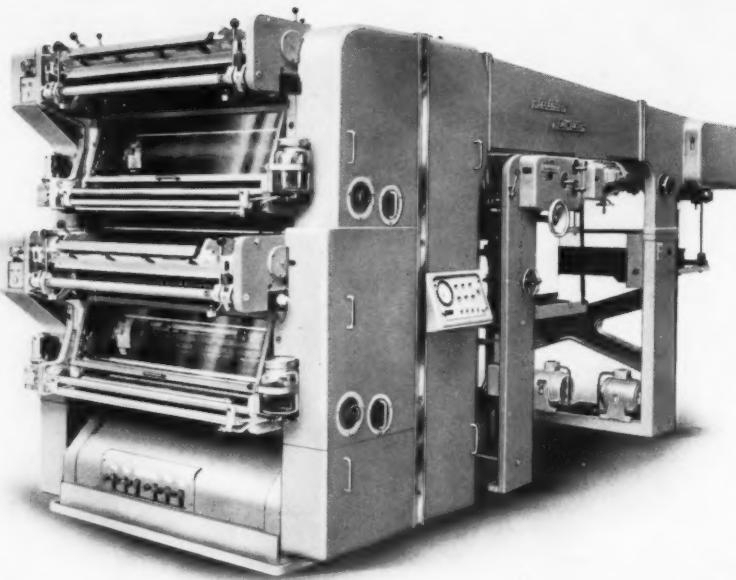
Send samples and prices

NAME \_\_\_\_\_

COMPANY \_\_\_\_\_

STREET \_\_\_\_\_

CITY \_\_\_\_\_ ZONE \_\_\_\_\_ STATE \_\_\_\_\_



New Crabtree 39x26 offset press will run 10,000 sheets per hour, according to manufacturer's claims; press features include hydraulic control system, seven-roller dampening system, and drum-type inking

## English Crabtree 39x26 Offset Press Being Introduced in U.S.

R. W. Crabtree & Sons Ltd., has introduced a 39x26-inch two-color offset press, known as the "Countess." The first model, according to the manufacturer, is geared for a maximum speed of 10,000 sheets per hour, has been installed at H. Clarke & Co., Ltd., New Inn Yard, Shoreditch, England.

The company reports that the press includes the following features: comprehensive hydraulic control system, drum-type inking arrangements, seven-roller dampening system, feeder mechanism, electrically-linked guards, and ball and roller bearings.

Controlled from a selector panel at the end of the press, the hydraulic system for tripping the cylinders and inking rollers has eliminated cumbersome mechanical cams and linkages, Crabtree claims. It has been so arranged that each tripping cylinder and inking motion is independent of the other by manual operation or by automatic selection.

Twenty-one inking rollers of varying diameters are arranged in a pyramid formation to form a reserve of evenly distributed color, Crabtree reported. The inking roller reciprocation is by worm box mechanism which eliminates cams and levers.

In the arrangement of the seven-roller dampening system, the flow of water travels direct to the first dampener in contact with the plate, with the second dampener acting as a smoother. This arrangement is just the opposite of the five-roller

dampening system normally used, the firm claimed.

Other features are a "Trip-Stop," which will stop the press whenever a sheet is mislaid, and "Trip-Slow," which will slow down the press to preset low speed when a sheet is mislaid. This obviates the possibility of going into pressure at high speed because under these conditions, the press speed cannot be increased beyond the preset low.

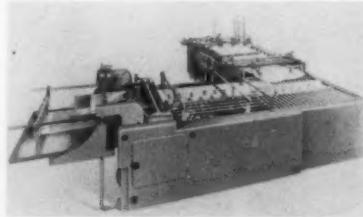
For information: R. W. Crabtree & Sons, Inc., 56 Beaver St., New York 4.

### 40-Inch Cross Perforator

A fully-automatic cross perforating machine that accommodates work up to 40 inches wide is now available in the United States, according to Amsterdam Continental Types and Graphic Equipment, Inc.

The cross perforator, model AP2-L, is manufactured in West Germany by the Will firm. The machine offers pile feed

Fully-automatic cross perforating machine manufactured by Will, a West German firm, is being imported in United States by Amsterdam Continental Types and Graphic Equipment, New York



and high pile delivery, plus a mechanism for skip perforation. Accurate register is maintained by a system of adjustable side lays, with the sheet travel controlled by smooth-running tapes. Moving rollers and an adjustable stop bar control the change in direction of the sheet at the corner of the L, resulting in accurate register on both legs of the 90° cross perforation.

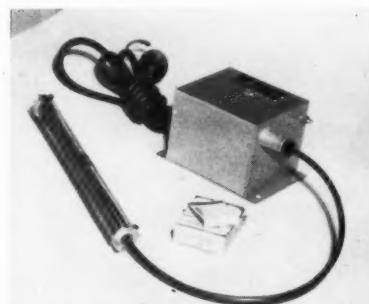
For information: Amsterdam Continental Types and Graphic Equipment, Inc., 276 Fourth Ave., New York 10.

## Static Eliminator Has No High Tension Wiring

A static eliminator, featuring printing circuit construction and individual midget transformer, has been developed by Herbert Products, Inc. According to the firm, careful field tests were conducted in commercial plants under actual operating conditions over a period of more than six months.

The device, known as a Curastat, consists of the static bar itself and a miniature transformer which can be mounted directly on the machine. The elimination of high tension wiring, it was claimed, provides safety not formerly possible.

Herbert Products reported that for the test, Curastats were installed on a large size Baum folder above the feed table and at the first right angle section; on a David-



Herbert Curastat and Power-mite transformer

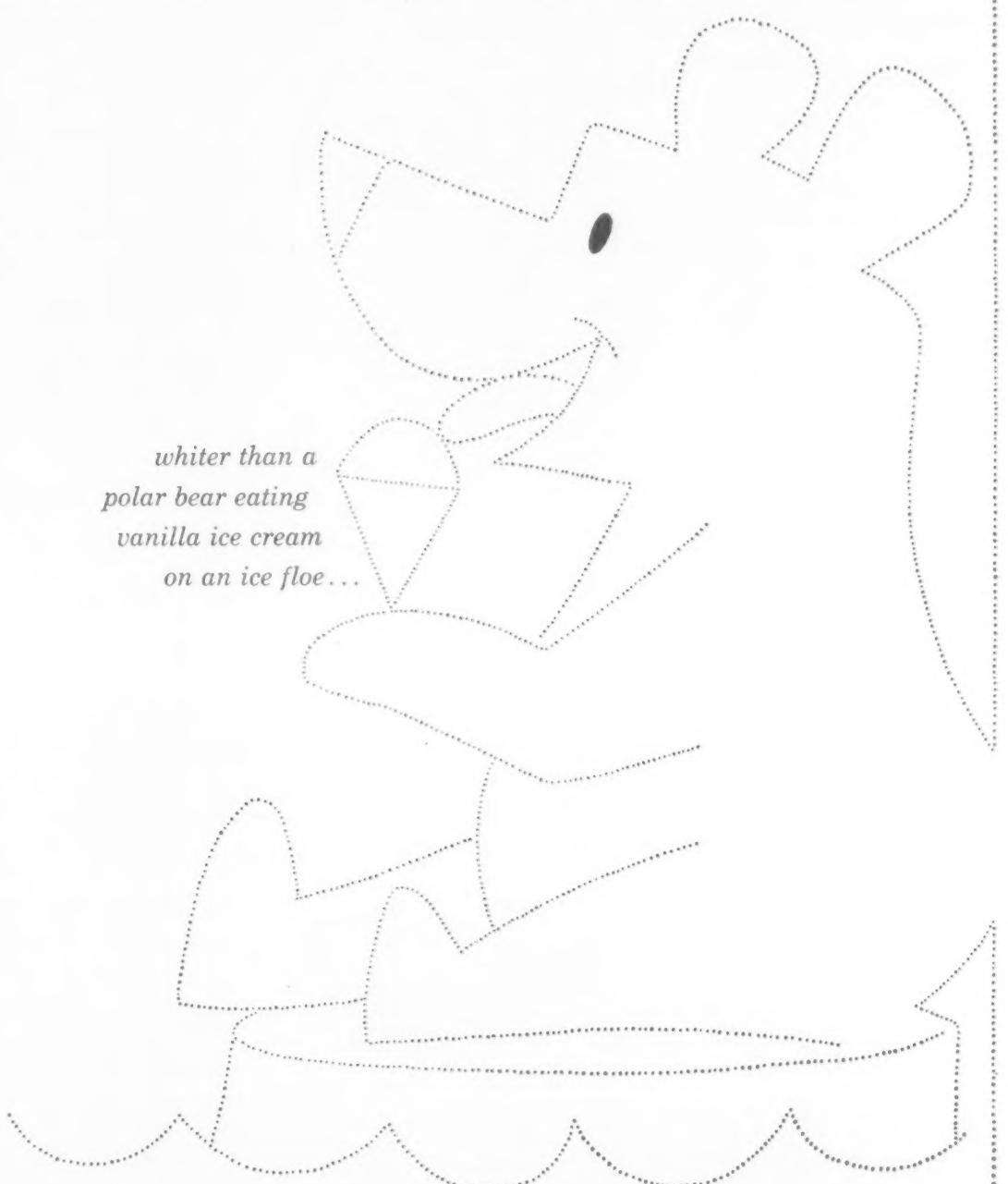
son duplicator on the feed table and at the delivery; on a Harris LUM at the delivery; on a Vandercook proof press at the feed table and register point; on an envelope machine, and at three points on an ATF Chief 29 used for colorprinting of vinyl and other plastics.

For information: Herbert Products, Inc., 74-32 Jamaica Ave., Woodhaven 21, N.Y.

### Dry Film Lubricant

An aerosol dry film graphite has been introduced by the Miracle Powder Products Corp. for use in lubrication of Linotype space bands and to reach into remote access areas. According to the manufacturer, the lubricant dries instantly, leaving a tough micronically-fine graphite film.

For information: Miracle Powder Products Corp., 1101 Beltline Road, Cleveland.



*whiter than a  
polar bear eating  
vanilla ice cream  
on an ice floe...*

## Eagle-A Trojan Bond Radiant White

It's startling—the way the brilliant whiteness of Eagle-A Trojan Bond *Radiant White* adds impact to a printing job! And it costs so little to put business stationery and direct mail on this outstanding fluorescent bond. It's a new 25% cotton fiber Trojan Bond paper—ideal for every printing process, including raised printing. Comes in standard weights and sizes and envelopes to match. For a sample portfolio, write to Dept. I.



**EAGLE-A PAPERS**  
*Better papers are made with Cotton Fiber*

AMERICAN WRITING PAPER CORPORATION, HOLYOKE, MASS., MAKERS OF EAGLE-A COUPON BOND AND OTHER FINE EAGLE-A PAPERS

## Chemco 24x24 Camera Can Handle 150-Foot Film Roll

Chemco Photoproducts Co. has introduced the Marathon camera which replaces the Model "F" series roll film camera. A 24x24-inch camera which makes contact screen halftones, the Marathon incorporates these features: automatic "roll-on" contact screen mechanism, single-knob film control, simplified diaphragm control; holds two screens in any combination of rectangular, circular, or contact, the company reported. The camera can also be equipped for color work.

The Marathon utilizes Chemco's focusing and sizing scales, calibrated in percentages of enlargement or reduction. Illuminated magnifying glasses located over the lensboard and copyboard points aid in positioning the boards, assuring sizing accuracy up to 1/10th of 1%, according to Chemco.

The film magazine holds up to three rolls of film ranging in width from 6 to 24 inches in lengths up to 150 feet. Chemco reports that film from any one of the rolls can be positioned for exposure by merely turning a crank to the desired film length. After exposure the film is cut off by a guillotine knife and automatically drops into a light-tight compartment at the bottom of the camera. After a series of exposures, the operator removes the film from the compartment through a door on the darkroom side.

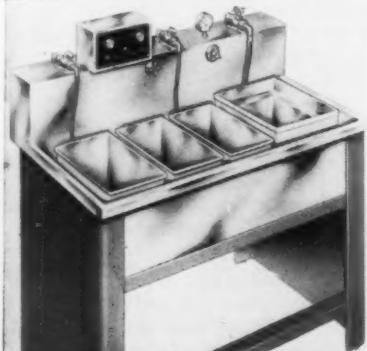
For information: Chemco Photoproducts Co., Glen Cove, L.I., N.Y.

### Leedal Color Processing Units

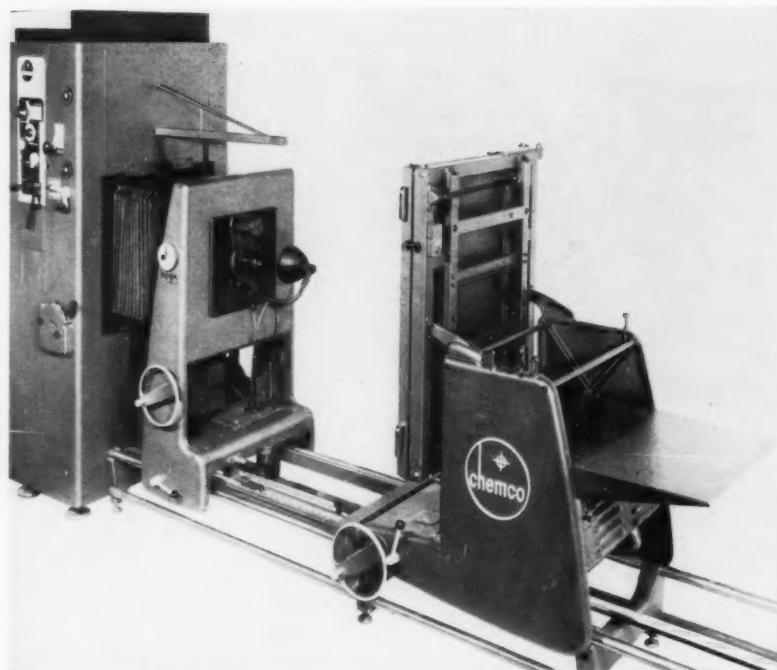
Leedal, Inc. has introduced its line of color processing units with automatic gas burst agitation and temperature control equipment. Designed by the company to save time and labor, the units come complete with all gas timing, gas distribution, and water controls.

The company reports that the units are set up for maximum versatility, handling all color film, all color printing material, including type C up to 16x20 inches, and black and white work such as separation

Color processing unit line introduced by Leedal



118



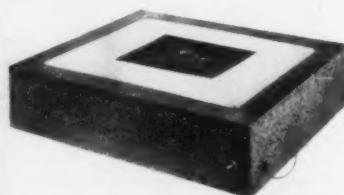
Marathon 24x24-inch roll film camera, introduced by Chemco, replaces the Model "F" series of cameras

negatives. A catalog has been issued on the color processing units.

For information: Leedal, Inc., 2929 S. Halsted St., Chicago 8.

### Lacey-Luci Visionaire Light Box

Lacey-Luci Products, Inc. has introduced the Visionaire light box. It is designed for examining negatives and color



The Visionaire light box is designed for examining negatives and transparencies and other uses

transparencies, cutting silk screen stencils, planning layouts, and other purposes. It may be used on the keyboard of all Lacey-Luci cameras and visualizers for projecting color transparencies.

The light box is 19x23x5 inches with a  $\frac{3}{16}$ -inch thick milk white, nonwarping plastic face. The four 15-watt fluorescent lamps give even light distribution.

For information: Lacey-Luci Products, Inc., 31 Central Ave., Newark 2, N. J.

### Weather-Sensitive Coating on Paper

A barometer paper with a weather sensitive coating has been developed by Excitement, Inc. Designed for direct mail promotions in addition to effectively indicating weather, this coated paper can be activated to change color with the touch of a slightly moistened finger tip, the firm reported. Normally colored a deep royal

blue, this special paper turns violet in changing weather, and pink when rain is indicated. The manufacturer claims that it automatically changes back to blue when the weather turns fair.

The stock can be overprinted by the letterpress or offset process, according to the company. It can be folded, scored, or die-cut to make mailing pieces or tip-ons. The barometer paper is available in both paper and card weights in a variety of sizes up to 20x30 inches. It can be used either plain or overprinted.

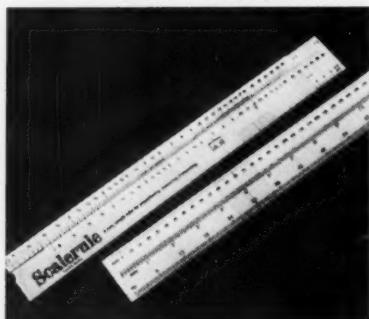
For information: Excitement, Inc., 37 W. 20th St., New York 11.

### Graphic Arts Slide Rule

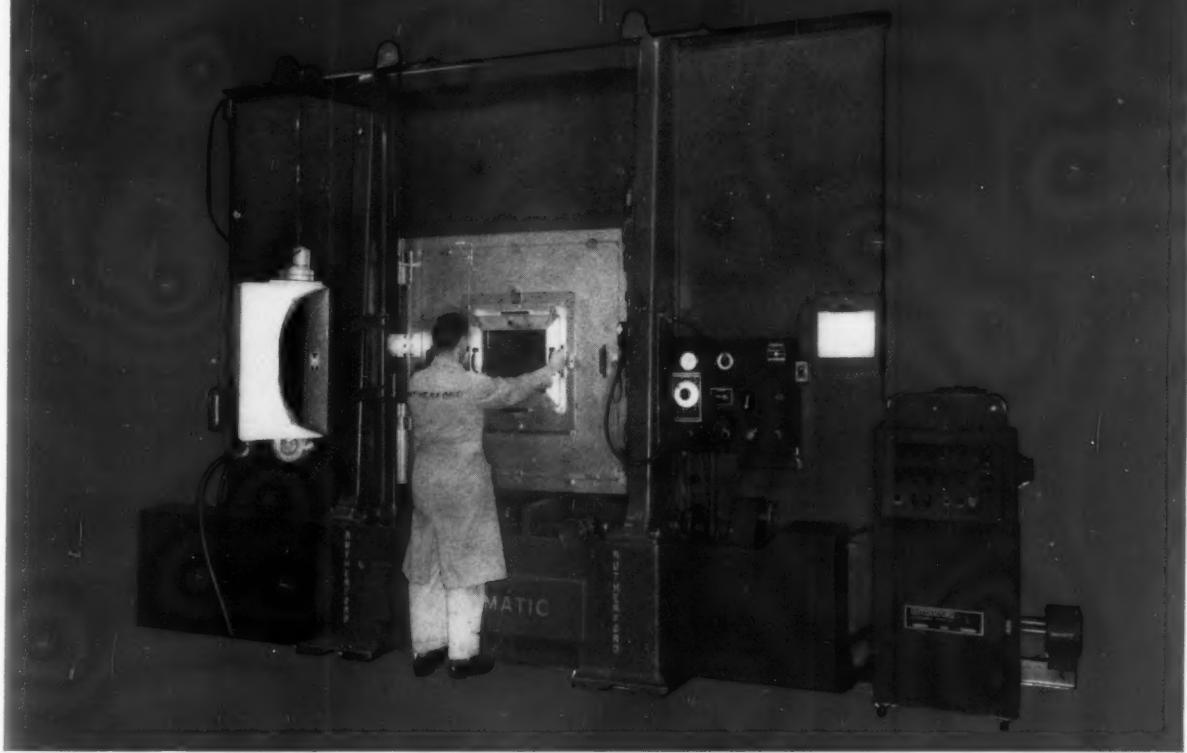
An improved model of the Scalerule is available from the Fairgate Rule Co. The device is a 12-inch plastic slide rule which proportions in picas, inches, and square inches; measures in eight different units, and transposes from one to another. It comes with full instructions and is said to be simple to operate.

For information: Fairgate Rule Co., Cold Spring-on-Hudson, New York.

Scalerule is a slide rule for graphic arts uses



Push button photo-composing with  
the new RUTH-O-MATIC!



**SEE THE "WORLD'S FIRST" FULLY  
AUTOMATIC PHOTO-COMPOSER at  
the GRAPHIC ARTS EXPOSITION  
SEPTEMBER 6<sup>th</sup> to 12<sup>th</sup> 1959  
N.Y. COLISEUM—Booth No. 185**



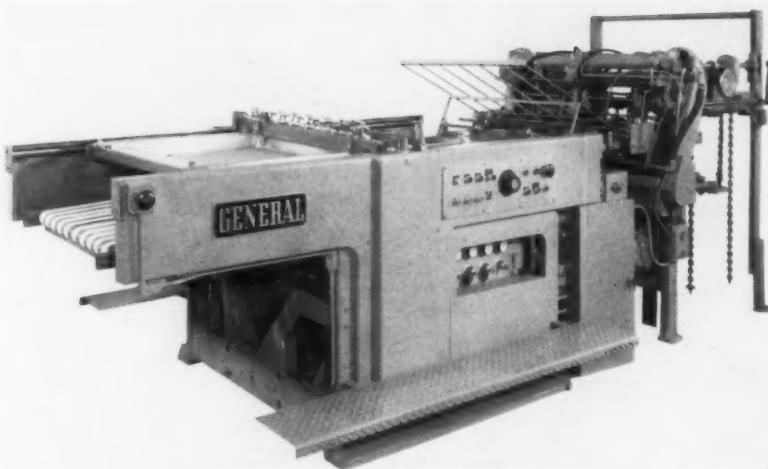
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**DIVISION**

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Fully automatic feed available on screen process decorators developed by General Research & Supply

## General Silk Screen Decorating Press Handles Metal, Plastics

The Series C General silk screen decorators featuring high-speed, fully-automatic feed of tinplate, sheet metal, sheet aluminum, cardboard, fibreboard, plastics, etc., have been introduced by the General Research & Supply Co. According to the manufacturer, the presses are designed to produce metal containers, metal signs and displays, and to do other decorating on metal, sheet plastic, and other stocks in a wide range of thicknesses, at speeds up to 1,800 sheets per hour.

Three models, it was reported, accommodate maximum sheets of 36x36 inches, 36x44 inches, and 36x48 inches. High ca-

pacities can be reloaded while the press is operating. A special feeder mechanism, the company claims, detects sheets stuck together and diverts them without press stoppage.

General Research reports that in addition to metal decorating, the presses are capable of many other printing and fabricating operations because they are designed to handle all inks, adhesives, resists, functional coatings, and other formulations made for silk screen application. Adjustable precision guides provide for extremely accurate register, and a simplified ink control system assures complete ink control at all times, the firm said.

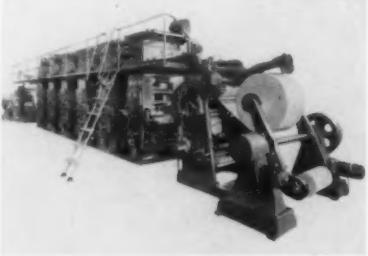
For information: General Research and Supply Co., 527 S. Division Ave., Grand Rapids 3, Mich.

### Cerutti Rotogravure Press

Model 14-R Rotopackager is a new Cerutti rotogravure press announced by Parsons & Whittemore Graphic Corp. The press is made in six web widths from 24 to 42 inches, all with a repeat range from 14 to 30 inches, and is available with any number of color units. The company describes it as a popular-priced, standard-duty machine for high-speed printing of cellophane, paper, and foil. The press is manufactured in Italy.

For information: Parsons & Whittemore Graphic Corp., 250 Park Ave., New York 17.

### Parsons & Whittemore Cerutti Rotopackager



120

different weight papers, according to Syntron. By the simple turn of a rheostat dial located on the face of the unit its power of vibration can be adjusted to suit the best jogging characteristics of the paper being handled.

For information: Syntron Co., 575 Lexington Ave., Homer City, Pa.

## Two New Model Enlargers Control Contrast by Light

Absolute contrast control by light alone, called LogEtration, is provided in two new models of enlargers made by Log-Etronics, Inc. Model B-5 accommodates negatives up to 4x5 inches, and model B-10 has a negative capacity of 10x10 inches.

The B-10 model is described as having a series of operator-adjusted precision controls to simplify the exposure process. They also allow the desired variations in retention of negative detail, contrast, and tone separation.

For information: Log-Etronics, Inc., 500 E. Monroe Ave., Alexandria, Va.

Two new models of enlargers by Log-Etronics



### Chemco Hot Top Enamel

A hot top enamel, Kopr-Top, for use in making copper photoengravings has been developed by the Chemco Photoproducts Co., Inc. According to the manufacturer, advantages over conventional hot tops include better resist, freedom from scum, wide latitude in printing, and reduced exposure time.

For information: Chemco Photoproducts Co., Inc., Glen Cove, L. I., N.Y.

### Leedal Water Mixer

The Leedal thermostatic water mixer has been redesigned to include a thermometer with an easily accessible recalibration screw. The unit includes a mixer, volume control vacuum breaker,  $\frac{1}{2}$ -inch inlets and outlets, and has automatic blending of hot and cold water.

For information: Leedal, Inc., 2929 S. Halsted St., Chicago 8.



PJ-25 speeds paper handling in printing plant

### Syntron Paper Jogger

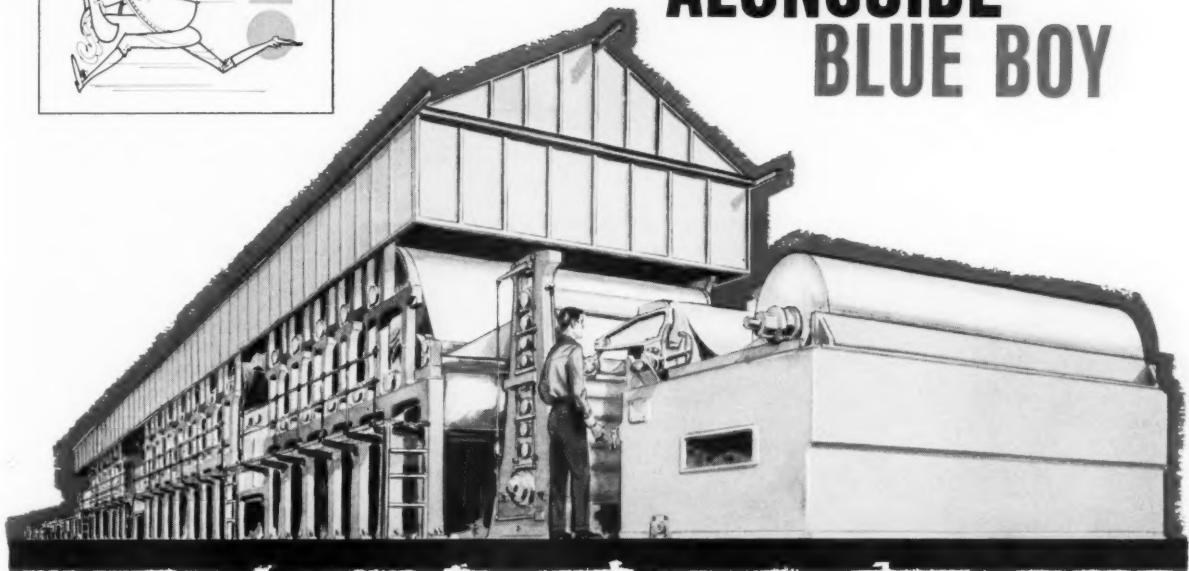
An electromagnetically-vibrated paper jogger designed to speed the handling of large quantities of paper has been developed by the Syntron Co.

In the printing shop or plant, the PJ-25 reduces jogging time at the press, cutter, gluing table, or anywhere the quick alignment of lifts of stock facilitates production efficiency, the company pointed out.

The jogger is vibrated 3,600 times a minute to provide all the agitation needed to efficiently handle different size lifts of



# HERE'S WHAT IS RUNNING ALONGSIDE BLUE BOY



**SHE...HE...OR IT IS THE NEW GILBERT NO. 2 PAPER MACHINE...**

NOW RUNNING IN FULL PRODUCTION...AND NEEDS A NAME!

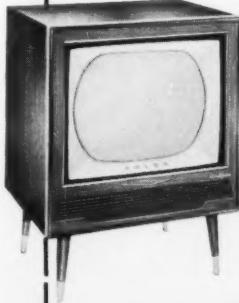
*...You Can Win a Color Television...*

Blue Boy may be a painting by Gainsborough to some people. To us it's our No. 3 paper machine. Blue Boy isn't dry behind the ears yet. That is as paper machines go. He's only five years old... and already there's a brand new paper machine running alongside him. This new paper machine replaces our old No. 2.

Now, when you go through giving birth to a

paper machine, you feel the youngster deserves a proper christening. But, like a lot of parents, we can't decide on a name! That's where we thought you might want to help. Just send in your suggestion (or more than one if you wish) for the name—you could be the winner of a handsome 21" RCA color television set, Model 21CD877.

## GILBERT PAPER MACHINE NAMING CONTEST



**Simple Rules:** There are no box tops...no rhymes...no puzzles...simply submit a suggested name for our new No. 2 paper machine by letter; post card; or use the handy coupon at the right. Entries must be post-marked before contest close, midnight, September 15, 1959. Decision of the judges will be final. In case of a duplication in entries will be the one selected.

**Clues:** In comparison with other paper machines in our industry, our new No. 2 paper machine is long...almost 300 feet, yet reduced in size by 15 dryers due to incorporating a new principle of drying with high velocity, high temperature air. It is fast...speeds up to 600 feet per minute. It is a Fourdrinier-type machine with a breaker stack, horizontal size tub, and makes our heavy weight papers, such as ledger and index. It is painted gray.

Advertising Department  
Gilbert Paper Company  
Menasha, Wisconsin  
Gentlemen:

I suggest the following name(s) for the new Gilbert No. 2 paper machine:

\_\_\_\_\_  
\_\_\_\_\_

My name is \_\_\_\_\_

Firm \_\_\_\_\_

Street Address \_\_\_\_\_

City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_

**GILBERT PAPER COMPANY • MENASHA, WISCONSIN**

## Newspaper and Magazine Automatic Topwrap Device

An automatic topwrap machine for newspaper and magazine bundles, originally developed by the *Toronto Globe and Mail*, is now being manufactured and marketed in the United States by General Strapping Corp. The Glomail General Strapping topwrap is an addition to the Glomail underwrap and combines with the company's wire-tying machine to give fully automatic operation from the fly to the delivery truck.

Magazines delivered to the mailroom are placed in bundles on the conveyor leading to the underwrap. As the bundles move forward automatically, it was reported, the underwrap slips up from beneath the conveyor and places the bottom wrap three inches ahead of the leading edge of the bundle, then cuts it off automatically three inches behind the bundle. Without stopping movement of the bundle, the topwrap places a wrapper on top of the bundle, and the complete assembly moves on to the tying machine.

Bundles from 7-inch minimum to 17-inch maximum height can be handled in the topwrap. Maximum size of the wrapper is 17x17 inches, and bundles move at a speed of up to 30 per minute. M. F. Kraft paper of 20#, 30#, or 40# weight is used. This is fed from a self-leveling feeder box with a capacity of 2,000 wrappers.

For information: General Strapping Corp., 100 Park Ave., New York 17.

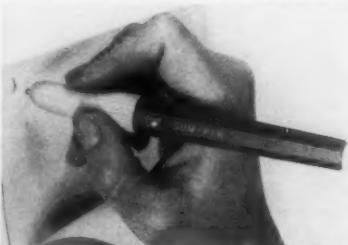
### Rubber Cement From Ball Point

The development of a ball-point adhesive device called the Dot Gum Pen has been announced by the Devon Tape Corp. Whenever the ball point is depressed, the company reported, one dot of rubber cement is released, a quantity sufficient for adhesion to any other surface.

The gum pen eliminates the glue or rubber cement pot and offers a quick, economical means of attaching related papers, the manufacturer claims. One filling of the pen, it was reported, dispenses approximately 5,000 dots. The pen may be refilled indefinitely from a plastic bottle. According to Devon, Dot adhesive may be removed from any surface merely by rubbing; no permanent residue or stain is left.

For information: Devon Tape Corp., 110 Hartford Ave., Mount Vernon, N.Y.

Ball-point pen dispenses rubber cement by dots



Robot-Eye counter made by Standard Instrument

### Photo-Electronic Counter

Standard Instrument Corp. has developed the Robot-Eye RE-8 Photo-Electronic Counter which can count at speeds over 1,500 a minute with no physical contact with the objects being counted. The device embodies a six-digit plug-in counter which is said to have a life of over 100-million counts and can be easily replaced. It resets to zero at the touch of a button.

The Robot-Eye consists of three units: the amplifier-counter, a photo cell, and the light source. The photo cell and light source are swivel-mounted and may be ten feet apart. The amplifier-counter may be remotely mounted.

The unit can be used for counting folding or sheet-fed jobs, especially those running at speeds higher than mechanical fingers can handle.

For information: Standard Instrument Corp., 657 Broadway, New York 12.

### Phosphorescent Paints

Phosphorescent paints that can charge themselves from natural or artificial light during the day so they can glow at night have been introduced by Ultra-Violet Products, Inc. Manufactured in both baking and air-dry formulations, they have good gloss retention and will activate themselves indefinitely, the firm reported. The baking type is used primarily on metal surfaces, while the air type is designed for paper, plastics, etc.

For information: Ultra-Violet Products, Inc., San Gabriel, Calif.

### Optical Colorimeter

A new model of Color-Eye, the dual-purpose colorimeter and abridged spectrophotometer, has been announced by Instrument Development Laboratories, Inc. According to the manufacturer, the Model D Color-Eye combines the advantages of earlier models with several new features.

These features, standard in Model D, include a "flush sample viewing port" which allows the instrument to be placed against any flat, vertical surface for color

measurements. The optical section contains a new photomultiplier with new, specially-matched filters to provide more consistent match to CIE standards, the firm reported.

For information: Instrument Development Laboratories, Inc., 67 Mechanic St., Attleboro, Mass.

## Finger-Tip Control Now On Davidson Offset Press

The Davidson Corp.'s Dual-A-Matic, small offset press, according to the manufacturer, provides sit-down operation and finger-tip control. The operator, it was reported, need merely sit in front of the machine to have access to all controls. On the right are control buttons to start and stop the press. Below them is a switch to activate the suction feeding mechanism, and above is a control that operates the automatic blanket cleaner that quickly washes an image from the blanket, readying it for the next. Also on the right of the machine, within reach of the operator, is a lever extension which operates the ink form roller.

The Dual-A-Matic is equipped with a quick change clamp named the "Master Minder" that makes changing paper masters a matter of seconds. The master is inserted in proper printing position and is immediately ready to print, the company claims. The press is designed so that it always stops at a predetermined point.

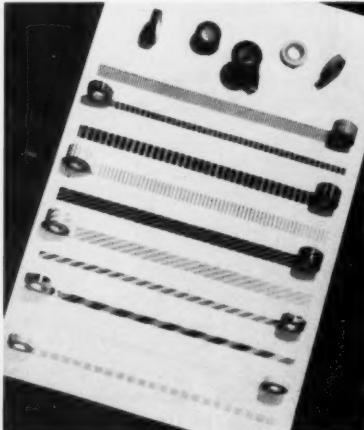
For information: The Davidson Corp., 29 Ryerson St., Brooklyn 5.

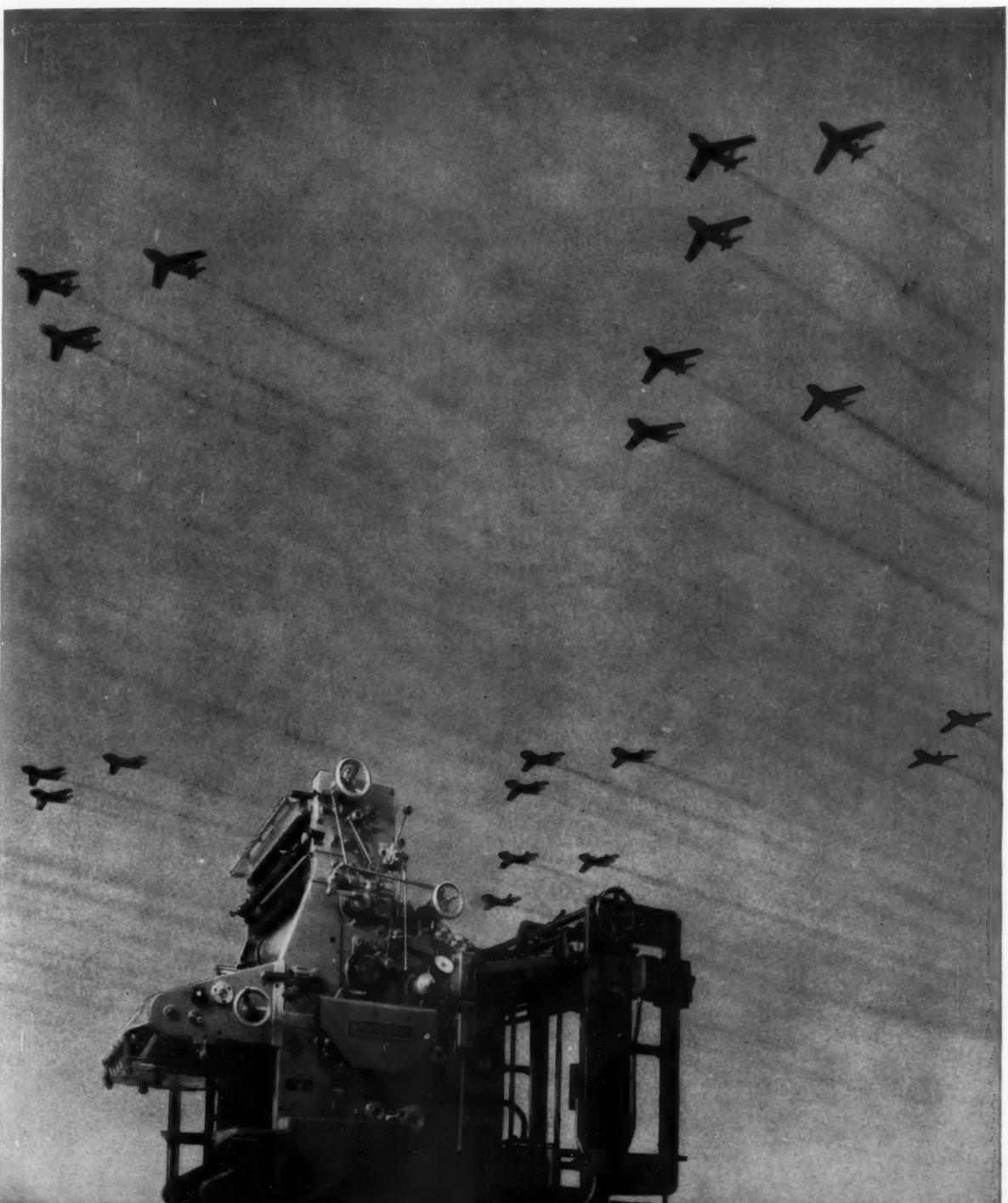
### Solid-Color and Pattern Tapes

Labelon Tape Co. has expanded its line of pressure-sensitive solid-color and pattern tapes for charting and layouts. The line includes 14 solid-color tapes and ten different pattern tapes in four colors. The solid-color tapes range from  $\frac{1}{4}$  inch to two inches in width. The pattern tapes are from  $\frac{1}{2}$  inch to two inches.

For information: Labelon Tape Co., Inc., 450 Atlantic Ave., Rochester 9, N.Y.

Expanded line of tapes for charting and layout





## MODERN AIRCRAFT ALLOYS

achieve superior  
strength and precision without the penalty of weight: they have taken man past  
the barrier of sound and to the edge of space. These are the basic structural metals  
of only one offset press — the most advanced single-color offset press available today:

**ROYAL ZENITH 30**

ROYAL ZENITH CORPORATION, 180 VARICK STREET, NEW YORK 14

PARTS AND SERVICE AVAILABLE NATIONWIDE ON A 24-HOUR BASIS

## BOOKS FOR THE PRINTER

*The Inland and American Printer and Lithographer* maintains a Book Department. A Book List may be obtained by writing the magazine, 79 W. Monroe St., Chicago 3. When so noted, books reviewed here may be obtained by sending money order or check with order. Price includes 35¢ for handling charge

### The Penrose Annual, Volume 53, 1959

EDITED BY ALLAN DELAFONS (THE INLAND AND AMERICAN PRINTER AND LITHOGRAPHER Book Dept. \$12.35).

This cloth-bound, plastic-jacketed book is an excellent review, beautifully illustrated, of recent graphic arts trends and developments throughout the world, and also includes several interesting articles on historical topics. Each year an edition of *The Penrose Annual* is edited and published in Great Britain.

Among the 24 articles is one by Fritz Eichenberg, chairman of the department of graphic art and illustration at the Pratt Institute, Brooklyn. Entitled "American Printmakers," it discusses the increase of autographic printmaking in an era of photomechanical reproduction. Another article, "The Talking Book," by Yasushi Hoshino, director of graphic arts research, Institute of Technology, Tokyo, describes a new development in which a recorded sound can be heard from the printed pages of a book. "Negative/Positive Colour Prints" by Gordon McLeish, director, Gordon McLeish and Associates, Ltd., London, discusses a new means of making color prints on paper and the advantages of an electronic flash as a light source.

Other articles include "Electronic Printer Enlarger," "Synthetic Latices in Printing Papers," "Newsprint Applications of Web Offset Colour," "Company Magazines," "Microscope on Management," "A Graphic Arts Bibliography," "19th-century Illustrators—and Others," "Gamblers' Printed Art," (a history of playing cards), and many others.

### The Paper Year Book 1959

(Davidson Publishing Co., 405 E. Superior St., Duluth 2, Minn. \$10.)

This is a valuable directory for paper manufacturers, users, and suppliers to the paper industry. Its sections on paper data include descriptions of papers, their manufacture, grades, finishes, weights, colors, and sheet sizes. They also describe basic sales points and sales opportunities, and list manufacturers of each type of paper included. A section entitled "Non-Paper

Product Data" is handled in the same manner.

The yearbook also has a section covering military specifications for packaging products, and another listing the available markets for all types of paper. A "Useful Data; Charts and Tables" section presents 14 tables including basic weights, price schedules, helpful formulas, and others. The book lists the names and addresses of manufacturers and converters, plus organizations in related fields. It has an index of all paper and related products listed and an index to advertisers.

### Diderot Pictorial Encyclopedia Of Trades and Industry

(Dover Publications, Inc., 180 Varick St., New York 14. \$18.50)

These two volumes, part of a larger set not yet completed, present reprints of the plates of the famous 18th century encyclopedia, *L'Encyclopédie, ou Dictionnaire Raisonné des Sciences, des Arts et des Métiers*, published in France by Denis Diderot. During the next five years, the publishers intend to bring out reprints of

plates from the original volumes on art, music, science, and natural history. They report that this is the first reprinting of these engravings since they were published in the original Diderot encyclopedia, the first volumes of which were printed more than 200 years ago.

The two volumes, which contain 485 plates, have a section called "Paper & Printing," illustrating 18th century methods of making paper, setting type, making engravings, printing, and bookbinding. Diderot's encyclopedia, famous for its part in bringing about the French Revolution in 1789, was one of the first comprehensive, illustrated surveys of industrial knowledge, and a forerunner of modern trade journals and technical literature.

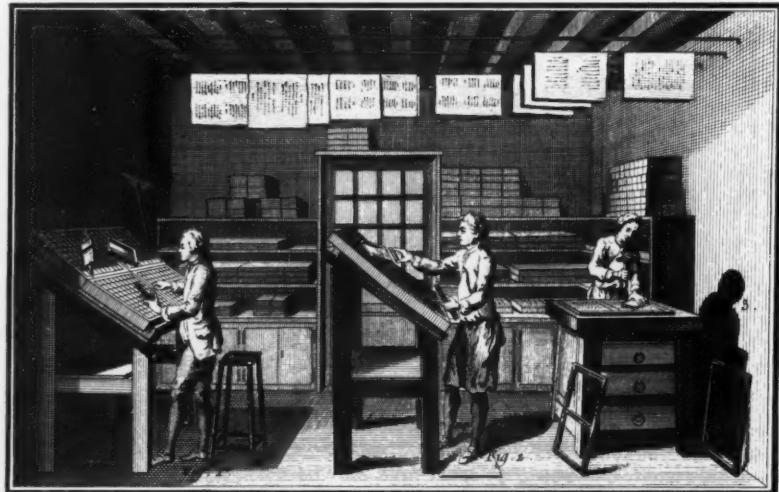
It was one of history's largest book production enterprises and took 25 years to complete. Although the French government banned the last 10 volumes, they were published in Paris under a fictitious Swiss imprint. The government censors had to overlook this great publishing activity because it employed hundreds of graphic arts craftsmen.

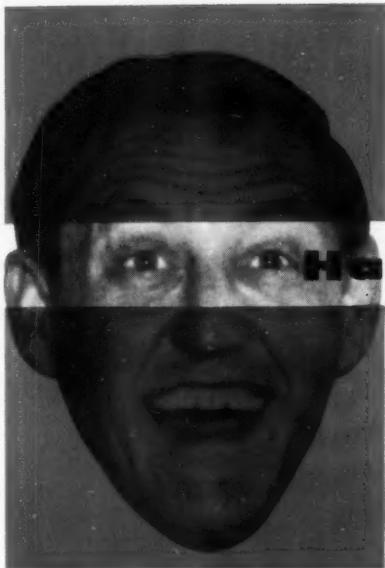
### How to Recognize Type Faces

BY R. RANDOLPH KARCH (THE INLAND AND AMERICAN PRINTER AND LITHOGRAPHER Book Department. \$6.35).

The second edition of this book has been expanded so that the reader can compare 1,693 type faces that are available today. It points out differences in design, tells the sizes available in each face, and shows the lower case heights and widths of the various faces. It also gives the basic type designs and tells how they are classified, as well as showing how to identify type reproduced with the various printing processes and how type varies in appearance when it is printed on different kinds of paper.

A typical illustration from the two volumes, *A Diderot Encyclopedia of Trades and Industry*, shows the composing room of a print shop in the 18th century. These two volumes are the first in a series to be brought out by Dover Publications, Inc., containing reprints of the engravings used by the French publisher Denis Diderot in his famous encyclopedia published more than 200 years ago





## Have you seen Monomatic?

If you haven't, you're missing plenty! NEW as tomorrow . . . from the name itself to a vastly improved and simplified Keyboard Machine and new Casting Machine that provides automatic typesetting facilities beyond any comparable system ever developed!

With MONOMATIC, costly hand operations such as collation of split takes, insertion of special characters to replace deadwood and double proof reading are COMPLETELY ELIMINATED. Figure for yourself the time saving alone that can be turned into profit by the use of this revolutionary method of automatic typesetting.

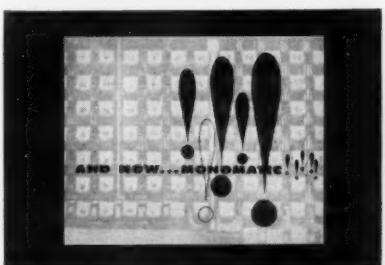
Every new feature of MONOMATIC has been designed for faster and more profitable composition.

Want complete information about what MONOMATIC can do for your composing room? . . . Want to find out about capacity, speeds, advantages, new features? Write today for this new brochure. Lanston Monotype Company (Division of Lanston Industries Inc.) 24th and Locust Streets, Philadelphia, Pa.



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PRIDE  
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The all-new, modern business paper that combines eye appeal and quality feel. Sized for printing inks, pen and ink work, as well as fine and heavy ruling. Excellent erasure ability.

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Ask your Franchised EASTERN Merchant for samples. Or write direct.



# EASTERN

EASTERN FINE PAPER AND PULP DIVISION  
STANDARD PACKAGING CORPORATION  
BANGOR, MAINE

# Buying New Equipment Requires Much Information, Investigation

(Continued from page 70)

thing that is radically different from what you have been producing, you should certainly know about it. Most sales organizations have quotas and budgets, and, while they are not always met, they are a reasonable guide in planning production.

Now you have all the facts on what has been done. You have a general knowledge of what is wanted. You have a good picture of volume. How about costs?

You should know, if you have any kind of cost system at all, exactly how much each piece of equipment costs to operate—all the items: direct labor, supervision, floor space rental, light, heat, power, gas, oil, grease, spray, washups, rollers, all the odds and ends. Then there's depreciation and a share of the general plant expense.

Break down the number of weeks and days and hours you worked. Establish an hour cost. If you know how many impressions you made, then you can come up with an average cost for each thousand impressions. You know what percentage of the time is productive and how many idle hours you have. If you have good monthly records, you have a clear picture of how costs fluctuate with volume. You can tell just about what your cost will be for any given volume.

I have used the word "if" here because I realize that even in these times of close competition, there are still some of the smaller firms who do not have accurate cost and production figures. How you can possibly exercise sound judgment without them is beyond me. Cost accounting, as with many things, can be overdone, but at least a basic cost knowledge is a must when you are choosing and buying equipment for the plant.

### Know Where to Get Information

Let's consider how the manufacturer's salesman fits into the buying procedure. Most of us read the trade press, and most of us are on the mailing lists of all the major suppliers of equipment in our fields. We probably do not have time to read all of it, but we do read enough to know pretty well what kinds and sizes and makes are available and who sells them. We know where to look for information.

The advertisement is a potent force in keeping a product alive in our minds. It keeps punching home awareness, whether we realize it or not. It is this awareness that causes us to reach for a phone when the proper time comes and call for the salesman. The advertisement has opened the door for him.

I believe the equipment salesman is still the most important single factor in the

purchasing procedure. He's called in, questioned, listened to, and certainly, for the most part, respected. We give him credit for being truthful. He can make contacts for us. He can get specialized information. He can arrange for visits to other plants to see equipment in operation. We lean on him and rely on his help.

I believe, too, that the good machinery salesman always recognizes that his real function is to help the buyer make a decision on what to buy. Naturally, he's going to plug his product hard but not to the point where he sells something that isn't really needed or wanted.

When a deal is closed, the salesman who says, "I just helped Joe Blow buy a new press," is a better salesman than the man who says, "I just sold Joe Blow a new press."

### When Salesman Makes a Friend

In the buyer's mind, he is never sold—he buys. If the salesman has helped him, he has made a friend. If he has pushed him a little too hard, perhaps pressured him into making a decision before he's quite sure it is the correct one, the buyer will never blame himself for making the wrong decision or for making it too soon. He'll blame the salesman.

So, get all the information you can from the salesman. If there are two or three pieces of equipment in the general range of what you need, make comparisons of all of them.

How do running speeds compare? How close to top running speed is normal output? What about such things as horsepower, floor space, weight, accessibility of controls? What about feeders and deliveries? How many rollers, and how big are they? How do prices compare? Who pays the cartage and freight? Get as many facts as you can.

If you are doubtful about any of the factors, arrange to see the equipment in operation in another plant. Talk to the people who operate it. Ask their advice and hear their experiences. Go to two or three plants if you can, but don't do it alone. Take your foreman with you. Keep him in the picture all the time. Let him ask questions, too. Let your superiors know what your general thinking is even before you are close to a final choice. This starts the softening-up process.

When you get it all, sit down with your foreman, forget about what equipment you have now, and concentrate on what is best for your anticipated needs. Eliminate the weakest; select the best. That's it.

Now you know what you want. But you must convince top management and get



**PRIDE IS A DAUGHTER.** Watching her put aside dungarees for an evening dress, mocassins for high heels. Pride. The ingredient that makes a man want more for his family, demand more from himself. Pride. The mark of fine printers. The mark of Atlantic fine papers.



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EASTERN FINE PAPER AND PULP DIVISION · STANDARD PACKAGING CORPORATION · BANGOR, MAINE

**Atlantic**



approval to buy. This is where *your* ability as a manager goes right on the line!

Any proposal to management recommending the purchase of new equipment should be as definite as you can make it.

If it's a replacement, it should be a positive statement of what the old piece of equipment has produced and of what the new machine will do by comparison.

If it's an addition, you must state why you need it, what you expect it to produce, what it will cost to operate it, and what work is available for it.

Your proposal should state clearly the total amount of money required: purchase price of the machine, extra equipment, chases, rollers, spray guns, freight and cartage, installation cost, wiring, and so on. Allow enough to cover the cost of cleaning the machine and the time spent by your own maintenance people. If an old machine is being disposed of, the proceeds may reduce the cash your company will have to provide, but you should allow the depreciation on the full amount.

It's wise to have a concise statement of why this particular machine will do a better job than alternative choice or methods.

#### Attach Literature and Data

You should attach suitable literature and technical data to support your statistics along with a written quotation on price from the supplier, plus your own requisition, all complete and final. Just the OK signatures will be needed. That's good psychology. Make it easy to sign and give top management no reason to hesitate about approving it.

The proposal, of course, goes to your immediate superior, who has knowledge of what you have been doing; he has likely already passed along this information in a general way to top management. He will add his agreement to your thinking.

If you have correctly analyzed the overall situation, if your figures are sound, and if your presentation is clear-cut and convincing, then nine times out of ten, you'll get your OK without any further questioning from top management.

Suppose you do? What happens then?

You'll probably want to tell the successful salesman that he has the order.

If you've had more than one firm working on the deal, you'll also let the *unsuccessful* salesman know why he *didn't* get the order. You certainly owe him that, and it may help him make a better case for his product the next time.

The employees in the plant who are going to be affected should be told—what is on order, why it was needed, what it will do, who will man it, at what speeds they are expected to run it, where it will be placed, when will it be due for installation, and, particularly, what it costs. Your men need to realize what new equipment costs. Tell them.

I would certainly stress those things on the new equipment that will make work

easier, rather than the higher running speed. If your pressman has been running an old press, point out how much easier the new one will be, how the stream feeder will be easier to change over, how much simpler the chain delivery will be, and that he won't have to sew any more tapes together. Supply the new operator with literature. Build up an anticipation. Anything that will get full acceptance is good.

Printing machines today are geared for high production speeds. The manufacturer has designed them to run in such a way that quality performance is possible at top speed. Once a machine is broken in, it should be run at top speed.

Management expects when it buys a machine that it will be operated at its highest productivity consistently. The machine represents capital investment. It should bring good returns, but it should also be treated with care.

The operator will always claim that he has to run slower under some conditions, and that job and quality requirements will determine running speed. If that is true, and I will concede it is true only in exceptional cases, the foreman should decide what is the correct running speed, not the operator. He should be very firm about it, because if he isn't, it will show up in lowered production.

#### Branch Offices

Baltimore, Maryland  
Chesapeake 3-5477  
Boston, Massachusetts  
Kenmore 6-6353  
Buffalo, New York  
Madison 6270  
Chicago, Illinois  
Long Beach 1-4828  
Cincinnati, Ohio  
CHerry 1-3804  
Cleveland, Ohio  
Superior 1-1068  
Columbus, Ohio  
AMherst 8-0139  
Detroit, Michigan  
Diamond 1-4530  
Houston, Texas  
Capitol 2-1908  
Kansas City, Missouri  
GRand 1-8199  
Louisville, Kentucky  
TWINbrook 5-3266  
Miami, Florida  
PLaza 9-6942  
Milwaukee, Wisconsin  
MITCHELL 5-9469  
Newark, New Jersey  
ORange 4-0701  
New York, N.Y.  
ALgonquin 4-1670  
Pawtucket, Rhode Island  
PAwtucket 2-0829  
Philadelphia, Pennsylvania  
BAldwin 5-2111  
Portland, Oregon  
BElmont 6-9738  
Rochester, New York  
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St. Louis, Missouri  
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## 7th Educational Graphic Arts Exposition Set for New York Coliseum Sept. 6-12

More than 200,000 persons are expected to attend the Seventh Educational Graphic Arts Exposition at the Coliseum in New York City, Sept. 6-12. A. E. Giegengack, exposition manager, predicted late last month.

The exposition will open Sunday, Sept. 6, at 2 p.m. It will be open every day thereafter from 12 noon to 10 p.m., including Saturday, Sept. 12.

Interest in the exposition is virtually world-wide. A large delegation is coming from Europe, another from South America, and Canadian printers will come by special train.

The world's largest graphic arts display will comprise 160,000 square feet of exhibition space, housing 226 booths which will represent about 190 exhibitors, both domestic and foreign.

Because there has not been a major printing equipment show in nine years, and because of the rapid advances made in the industry's technology in the past decade, there will be more new things to see at the 1959 exposition than at any of the previous ones, Mr. Giegengack said. The main purpose will be to show the widest possible variety of equipment, with emphasis on the small and medium-size plants.

Many associations in the graphic arts field will be holding their annual conventions in New York City during the exposition. With several thousand persons in the city to attend the conventions, plus additional thousands who will attend the

exposition only, hotel rooms will be at a premium, Mr. Giegengack pointed out.

The heaviest demands will be upon the Waldorf-Astoria Hotel, where the 73rd annual Printing Industry of America convention will be held, and at the Statler Hotel, the convention site of the International Craftsmen.

## SPECTRA '59 Exhibition At Trade Show Building

Another graphic arts exposition will run concurrently with the Seventh Educational Graphic Arts Exposition being held in the New York Coliseum, Sept. 6-12. Known as SPECTRA '59, the second show will stage its exhibits in the New York Trade Show Building at 500 Eighth Ave. and will include foreign exhibitors of printing equipment as well as a number of manufacturers in the United States.

SPECTRA '59 will open Sunday, Sept. 6, at 1 p.m. and will run each day thereafter from 10:30 a.m. until 9:30 p.m. through Saturday, Sept. 12.

More than 200,000 members of the graphic arts industry are expected to be in New York City from Sept. 4 through Sept. 12 to attend some 14 meetings and annual conventions of various national, regional, and local associations.

Joseph Sugarman, son of Benjamin Sugarman of the Consolidated International Equipment & Supply Co., is SPECTRA's director.

New officers of the Printing Industries Association of Kansas City were installed recently. Shown are (from left) Charles A. Truitt, manager of Heidelberg Central, Inc., secretary; William R. Brown, president of Charles E. Brown Printing Co., retiring president; William J. Smith, vice-president of the Smith-Grieves Co., president; Richard M. Ong, vice-president of the Grimes-Joyce Printing Co., treasurer, and Carl Clark, Sr., president of the Clark Printing Co., vice-president. A dinner dance marked the occasion



A. E. (Gus) Giegengack (left), manager of 7th Educational Graphic Arts Exposition, chats with Albert Kolb (center), president of International Craftsmen, and Charles J. Felten, designer of exposition's official poster. Mr. Felten is a past president of New York Printing House Craftsmen

## Glenn Fish New President Of Seattle Printing Group

Glenn E. Fish, president of Publications Press Printing Co., has been elected president of the Printing Industry of Seattle, Inc. Mr. Fish also was presented with the individual distinguished service award from the association for his work in 1958 on the typographical negotiating committee. Other officers are Leslie Shaw, Farwest Lithograph & Printing Co., vice-president, and George Bovik, Jr., of Kelly Printing Co., Inc., secretary-treasurer. Mort Frayn, Richard Minott, and Bert Raymond were elected to the board of directors.

Members at this meeting also established a new organization, the Washington State Graphic Arts Association, to handle state legislative, educational, and promotional work.



Glenn E. Fish

## ALA Meeting Sept. 14-19

Amalgamated Lithographers of America's 77th international convention will be held Sept. 14-19 at the Multnomah Hotel, Portland, Ore. Delegates will come from 92 locals in this country and Canada. The convention theme will be "Join," standing for jurisdiction, organizing, and international negotiations, according to Patrick Slater, international president. The guest speakers will include United States Senator Richard L. Neuberger of Oregon.



POSED BY LOUIS NYE, APPEARING ON THE STEVE ALLEN SHOW, NBC-TV

**Offset printing quality a piercing problem?** If it's paper that's ambushing you, try fine quality, double coated Consolidated Enamels and your problems will bite the dust. You get truly outstanding, trouble-free printing results *every time* because every sheet is double coated on both sides to give a velvet smooth, uniform printing surface. They run better—print better—look better, yet *Consolidated double coating doesn't cost you a penny more*. Ask your Consolidated Merchant for free trial sheets. Make a test run and see for yourself.

*Available only through your Consolidated Paper Merchant*

**DOUBLE COATED OFFSET**—Productolith, Consolith Gloss, Consolith Opaque

**FINE QUALITY LETTERPRESS**—Production Gloss, Modern Gloss, Flash Gloss

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printing  
papers

A COMPLETE LINE FOR OFFSET AND LETTERPRESS PRINTING  
Consolidated Water Power & Paper Co. • National Sales Offices: 135 S. La Salle St. • Chicago  
World's largest specialist in enamel printing papers

# Annual Southwest Litho Clinic Has Wild West Theme

By J. V. Burnham

The ninth annual Southwest Litho Clinic revolved around a wild west "trouble shooting" theme and ran from June 19-21. Nearly 900 clinic members, who gathered at the Adolphus Hotel in Dallas, were gunning for such troublemakers as Bad Plate, Miss Register, Curly Stock, Whitey Hickey, and Bad Maskerson.

The first day of the clinic consisted primarily of registration and visits to the Trade Fair, featuring lithographic equipment and supplies. The following morning the delegates attended three simultaneous sessions on camera, stripping, platemaking; large presses, small presses.

## Baltimore Typographer New Optimist President

Nicholas C. Mueller, president of Modern Linotypers, Inc., Baltimore typographers, was elected president of the Optimist International at the organization's recent convention in Miami Beach, Fla. As president, he will direct for one year the activities of 1,700 Optimist Clubs in the United States and Canada. Mr. Mueller, who has been with Modern

Linotypers for 18 years, is a member of the board and a vice-president of the Graphic Arts Association of Baltimore. He is also a member of the Printing Industry of America, Baltimore Club of Printing House Craftsmen, Litho Club of Baltimore, and Baltimore Ad Club.

Mr. Mueller joined the Baltimore Optimist Club in 1939. Since then, he has held several offices in the organization.

Officers of the Southwest School of Printing, Huntsville, Tex., are (left to right) Phil R. North, *Fort Worth Star-Telegram*, secretary-treasurer; H. Ben Decherd, Jr., *Dallas Morning News*, retiring president; Lambuth Tomlinson, All-Church Press, Fort Worth, president, and Bryan Snyder, Jr., Johnston Printing Co., Dallas, vice-president. School officers are elected to serve for one year



132

In each session, color slides and diagrams showing the various problems and possible solutions were projected on a screen, while clinic members heard appropriate commentaries from tape recordings. The sessions continued until the early afternoon when members adjourned to see more than 50 exhibits at the Trade Fair.

William Klomp of the General Printing Ink Co., Chicago, began the Sunday sessions with a discussion of the problems encountered in printing on aluminum foil. He explained that lithographing on foil is a delicate operation and should be attempted only after thorough investigation into the proper procedures for this specialized work.

The clinic then heard Stephen J. Bresk of the Rein Co., Houston, describe "Management Production Problems Within the Plant." He said that proper preplanning; well-written, understandable instructions; a slight increase of machine speeds, and attention to employee health are some of the ways to increase production. Anticipation of delays, elimination of waiting time, minimizing labor turnover, taking employees into confidence when buying new equipment or making major changes, and following the Golden Rule should, according to Mr. Bresk, make production problems take a back seat.

Following the two Sunday morning talks, a panel of experts made up of all the speakers at the previous sessions answered questions asked from the floor or written down in earlier sessions. This session, the last of the clinic, ended at noon.

An unusual feature of the clinic was an exhibit of outstanding lithography done in the Southwest displayed at the Graphic Arts Center of the Olmsted-Kirk Paper Co. Certificates for the best work shown at the exhibit were presented at the clinic banquet, Sept. 20.

The tenth annual Southwest Litho Clinic will be held in Houston in 1960.



E. L. Deever, chairman of ninth annual Southwest Litho Clinic poses with a lithographic desperado subdued by Mr. Deever and his deputies

## Southwest Printing School Gets \$75,000 Foundation

A new \$75,000 Southwest School of Printing Foundation has been approved by the directors of the school, which is a division of the Sam Houston State Teachers College, Huntsville, Tex.

The funds will be used in a long-range plan that includes expanding the scholarship program, purchasing new laboratory facilities, and subsidizing graduate study for instructors. The school offers a four-year course leading to a bachelor of science degree with a major in printing, as well as a two-year vocational training plan. About 50 full-time students are enrolled during the regular term.

Lambuth Tomlinson of the All-Church Press, Fort Worth, Tex., has been elected president of the school for 1959-60. Bryan Snyder, Jr., Johnston Printing Co., Dallas, was named vice-president, and Phil R. North, *Fort Worth Star-Telegram*, was re-elected secretary-treasurer.

## Kimberly-Clark Corp. Will Swap Common Stock for Good Ideas

The printing paper division of the Kimberly-Clark Corp. is offering shares of Kimberly-Clark common stock in exchange for practical suggestions applying to any phase of the printing industry. The company's "Let's Swap Ideas" program will be integrated with a one-year advertising campaign to be carried on in graphic arts publications beginning in August.

The ads will appear bimonthly and will include the three best tips submitted during the previous two months. One share of common stock will go to each person who submits one of the tips printed in the ads.

# MAKE ALEMITE YOUR ONE COMPLETE SOURCE OF QUALITY LUBRICATION EQUIPMENT...

— sure way to cut maintenance costs and increase production!



## TRANSFER PUMPS

With this high-speed, air-powered Alemite Transfer Pump, transfer of lubricants is 63% faster than by hand methods. Transfers 37 pounds of pressure gun grease per minute, direct from original drum to loader pump, bucket pump or power gun. Hand-operated pumps available.

## LOADER PUMPS

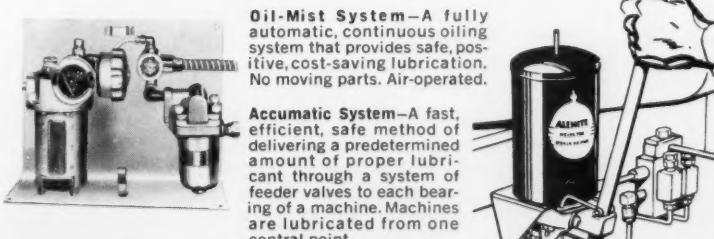
A complete line of portable and stationary equipment for loading lubricants into hand guns with a saving of 3 1/4 man hours for each 100 pounds handled. Model 7181-L Pump, illustrated, has adjustable leverage, 27 lb. capacity.



## LUBRICATORS

Whatever your lubricant application need, you can select exactly the right Alemite equipment to do the job fast and efficiently. Choose from a full line of air-operated mobile lubricators . . . lever and push-type hand guns . . . fittings of all types . . . and barrel pumps for volume delivery of lubricants direct from original drums.

## ALEMITE AUTOMATIC LUBRICATION

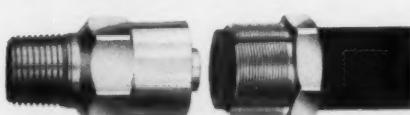


**Oil-Mist System**—A fully automatic, continuous oiling system that provides safe, positive, cost-saving lubrication. No moving parts. Air-operated.

**Accumatic System**—A fast, efficient, safe method of delivering a predetermined amount of proper lubricant through a system of feeder valves to each bearing of a machine. Machines are lubricated from one central point.

## ALEMITE SURGEPRUF HOSE AND REUSABLE COUPLINGS

A complete, nationally available line of hose, couplings and components for every industrial application, including Surgepruf low-pressure "Shur-Lock" Couplings and Hose.



Medium-High and High-Pressure Hose



## "V-78" VERSATAL PUMP

Provides positive ink delivery through longest lines from original drums. Heavy-duty 5.4 horsepower unit delivers ink to presses from a remote location. Press area can be kept uncluttered and clean . . . housekeeping is easier. Three models—designed for automatic or manual control.

Write for catalogs  
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Lubrication equipment.



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Dr. John G. Strange, president of the Institute of Paper Chemistry, welcomes Alan S. Holliday, president of the Research and Engineering Council, to the institute in Appleton, Wis. From left to right are J. Homer Winkler, Battelle Memorial Institute, Columbus, Ohio; Alan S. Holliday, Craftsman, Inc., Kutztown, Pa.; Dr. John G. Strange; and John Kronenberg of the S. D. Warren Co., Boston, Mass.



Louis A. Croplis, president of International Printers Supply Salesmen's Guild, was honored recently by the National Association of Litho Clubs for "Outstanding Service." With him are Peter A. Rice (from l.), Capricorn Printing Co., club president; Daniel Ford, Peter F. Mallon, Inc., past president, New York Litho Club; Mr. Croplis, and John Maguire of the Offset Engravers Association



New officers of the Young Printing Executives Club of the New York Employing Printers Association are (from left) Richard Osann, Lincoln Engraving & Printing Corp., president; Daniel P. Hunt, Peter F. Mallon, Inc., vice-president; Robert D. Lane, Hygrade Printing & Stationery Co., secretary; Richard L. Ordeman, Mead Papers, Inc., treasurer, and Paul O'Brien of the NYEPA staff, executive secretary

New officers to head the Printing Industry of Pittsburgh, Inc. were elected recently at a meeting attended by Printing Industry of America national board member Arthur H. Gratz, Herbig & Held Printing Co., Pittsburgh. They are (seated from left to right) Mr. Gratz; C. Harold Thunell, president; Clarence W. McIndoe, Atlas Lithographing Co., vice-president; and Robert M. Edgar, Neyhart Printing Co., recording secretary. Standing are (left to right) Neill S. Brown, General Paper Corp., board member; Arthur W. Rippl, past president; J. Donald Biehl of Interchemical Corp.'s printing ink division, board member, and Daniel N. Heeter of the Heeter Lithographing Co., also a board member



## Paper Chemistry Institute Hosts R & E Council Group

The Institute of Paper Chemistry, Appleton, Wis., was host to the executive committee of the Research and Engineering Council of the Graphic Arts Industry on June 25.

The occasion was the first business meeting of the council's new executive committee for 1959-60, the members of which were elected at the ninth annual conference of the council in May.

Council President Alan Holliday announced the following chairmanship appointments at the Appleton meeting: nominating committee, George H. Cornelius, Jr.; 10th annual conference committee, vice-president Paul Lyle; membership committee, vice-president C. L. Jewett; committee on composition, William C. Hagan; committee on photomechanics and platemaking, Marvin C. Rogers and William Mariner, cochairmen; committee on printing, William C. Walker; committee on binding and finishing, John McCahon; committee on engineering and materials handling, C. M. Flint.

Mr. Holliday appointed Robert Downie of the Marathon Corp., a division of the American Can Co., as chairman of the seminar on "Rotary Relief Printing with Wrap-Around Plates," scheduled for Sept. 10 at the Sheraton-McAlpin Hotel in New York during the Seventh Educational Graphic Arts Exposition.

The next three annual conferences of the council will be held in Dayton, Des Moines, and Washington, D.C., respectively. The 10th annual conference with Paul Lyle of Western Printing & Lithographing Co. in charge will be held next May 23-25.

## New Miehle Sales Manager

Gilbert W. Bassett has been promoted from marketing manager to sales manager of the Miehle Co., a division of Miehle-Goss-Dexter, Inc.

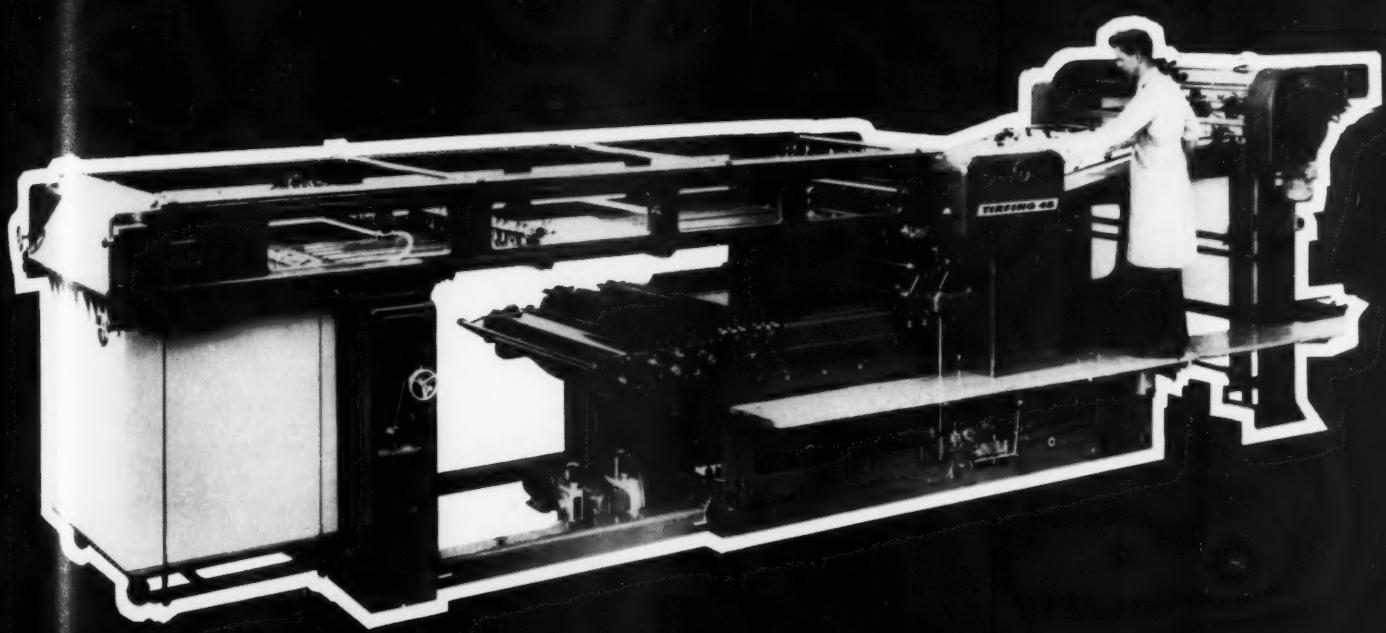
A graduate of the Printing Management School of the Carnegie Institute of Technology, he worked as an estimator and production supervisor in both large and small plants before joining Miehle's sales staff in 1948.

As a member of the sales research department, it was Mr. Bassett's responsibility to analyze plant operations and recommend more productive equipment layouts. He was also in charge of developing statistical information to aid Miehle's engineering organization.



G. W. (Bert) Bassett

# Modern Letterpress



## Introducing the **TIRFING 48**

The new TIRFING 48 marks another major advancement in modern letterpress printing. Designed for larger sheet sizes, it has all the modern features of the famous TIRFING 41, including stream feeder, transfer grippers and chain delivery. Maximum sheet size — 35 $\frac{7}{8}$ " x 49 $\frac{5}{8}$ "; maximum speed — 3,000 I.P.H. For full information, inquire at our booth No. 366. Inquire also about the new VIKING 48.

You are invited  
to see the TIRFING 41 in operation at  
our showroom. Convenient transporta-  
tion arrangements available from  
and to the Coliseum. Ask our booth  
personnel for full details.  
Graphic Arts Exposition—Booth 366

TIRFING 48 and VIKING 48: Max. sheet size 35 $\frac{7}{8}$ " x 49 $\frac{5}{8}$ "

Max. speed 3,000 I.P.H.

TIRFING 41: max. sheet size 31" x 41 $\frac{1}{2}$ ; max. speed 4,000 I.P.H.

**TIRFING** PRINTING MACHINERY, INC.

400 DELANCY STREET, NEWARK 5, NEW JERSEY  
TELEPHONE MARKET 3 7778



When the new plant of R. R. Donnelley and Sons Co., being built in Old Saybrook, Conn., is completed it will cover 125,000 square feet. The plant will produce and distribute *Life* magazine in the northeastern part of the country. Donnelley's Chicago plant now prints most of *Life*'s circulation

## Donnelley Building New Plant in Connecticut

R. R. Donnelley and Sons Co., Chicago, has signed a revision of its contract with Time, Inc. The revision includes an agreement for Donnelley to build and operate a plant in Old Saybrook, Conn. This will enable Donnelley to print, bind, and mail *Life* magazine to subscribers and distributors in the northeastern section of the country. Donnelley has printed the major portion of the magazine since it was first published more than 20 years ago.

Construction started in Old Saybrook last month, and the new plant is scheduled to be in operation in about 18 months. Harold A. Schwanbeck, a Donnelley vice-president, will be its resident manager. The building will cover more than 125,000 square feet.

Donnelley officials said the company expects to invest more than \$8-million in the Old Saybrook plant during the next few years. The project is part of the company's expansion program which has been in progress for several years.

### Charles I. Hopkins, Williams Press Treasurer, Dies at 62

Charles I. Hopkins, 62, treasurer of Williams Press, Inc., Albany, N.Y., since June, 1945, died on July 18. He began his association with the printing industry when he joined the Williams Printing Co. of New York City in 1916. He started his service with Williams Press in 1923.

Mr. Hopkins for several years was secretary of Williams Press in charge of the estimating, billing, cost analysis, and statistical departments. He was a veteran of World War I, a past president of the Printing Industry of Albany, a former director of the Printing Industry of America, Inc., a director of the West End Savings & Loan Association of Albany, and a member of the Albany Chamber of Commerce.

### Lanston Moves Atlanta Office

Lanston Monotype Co. has moved its Atlanta-based Southern district office to new and larger quarters at 1362 Spring St., N.W.

## H. F. Brayer Head of Rochester Printing Industry Association

Henry F. Brayer, who heads Smith Hart Printing Corp., is the new president of Printing Industry Association of Rochester, N.Y. He succeeded Martin Q. Moll, president of Christopher Press. William J. Maxion, vice-president of the Case-Hoyt Corp., was elected vice-president. Continuing officers are Moe D. Trott of Frederick Strecke Co., treasurer, and Fred C. Streb of Ayer and Streb, secretary. Frank M. Eichorn, Eichorn and Birmingham, was reelected to the board of directors.

The association's recent annual meeting was the first since limited associate memberships were accepted. Members in this bracket include Alling & Cory Co., Fine Papers, Inc., and Genesee Valley Paper Co. Guest speaker discussing employee relations was Oran I. Brown, industrial relations director, Rand McNally and Co.

### ATF Names Four New Dealers

New authorized parts and service dealers for American Type Founders, Inc., Elizabeth, N.J., include Royce W. Lloyd, Houston; Theodore A. Rowe, Charlotte, N.C.; Pershing Johnson Service Co., Kansas City, Mo., and Swanson's Printers Supply Co., San Diego, Calif.

Officials of the Chicago Lithographic Institute gather to congratulate Carlton Mellick, sales vice-president of the Miehle Co., division of Miehle-Goss-Dexter, Inc., Chicago, on his address to the institute's recent graduating class. Shown here are (left to right) Ernest Karge, president; Harry Sponholtz, vice-president; James K. Martin, executive director; Mr. Mellick, and Robert Zillmer, treasurer. The title of Mr. Mellick's address to the current graduating class was "Teamwork in Industry"



## DMAA Convention Set For Montreal Sept. 13

Communication in terms of getting the printed word through to changing readers in this changing world is the theme of the Direct Mail Advertising Association's 42nd annual convention to be held Sept. 13-16 at Montreal, Canada.

Registrations at last month's end indicated attendance exceeding 1,000 direct mail producers and users including advertising men from Holland, Venezuela, and other countries. More than 160 experts were lined up to take part in a broad program covering latest techniques used by this \$2-million industry.

Assigned to sound the keynote by telling how to get through to people better and faster is Nicholas Samstag, *Time* magazine's promotion director and winner of the Miles Kimball Award for doing the most for direct mail last year.

Opening luncheon guest speaker will be William Hamilton, Canada's postmaster-general. As an advertising man who became a cabinet minister, he will discuss direct mail in relation to the Canadian Post Office.

Other speakers will answer such questions as how Canadians respond to direct mail messages that "click" in the United States, and how to approach the French-Canadian market. International Correspondence Schools will detail a case history of adjustments a direct mail user made in his approach to Canadian prospects. The Montreal General Semantics Society is due to present an illustrated panel-style introduction to "gateways to the mind."

Some 60 experts serving at Circles of Communication tables will deal with direct mail in terms of copy, lists, order blanks, design, production and budgeting. Five concurrent idea trading post sessions will give registrants with related interests an opportunity to get answers.



Painting on loan from artist Rudolph Pen, Chicago

## What the brush can do we can do better!

Well, perhaps not *better!* But the skill and knowhow of printing and lithography have been taking giant strides. We've narrowed the gap between what the camera's lens captures and what presses can produce. Ideal has been a leader in this gap-narrowing.

But you can't do it on conversation or claims. Quality in printing is basic. You start with a quality subject such as this vivid work by Chicago's brilliant Rudolph Pen. You work with quality craftsmen . . . men who believe that nothing is trivial, nothing impossible.

You insist upon quality tools. And especially **QUALITY ROLLERS**. Ideal is proud of the excellence and performance of the rollers it produces. And proud of the quality strides that today enable printing and lithography to produce artwork in every medium at its excellent best.

### IDEAL ROLLER & MANUFACTURING CO.

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LONG ISLAND CITY, N. Y. 21-24 Thirty Ninth Avenue

HUNTINGTON PARK, CAL. 6069 Maywood Avenue

CHAMBLEE, GEORGIA 5238 Peachtree Road, NE

# Graphic Reproduction Service Center Enlarged

The Eastman Kodak Co. has enlarged and modernized its graphic reproduction technical service center in Rochester, N.Y. Space was expanded 35% to 8,630 square feet. Addition of two darkrooms made a total of 11 along with three conference rooms and a larger room that seats 50 people.

Equipment added includes a 31-inch overhead camera and two 24-inch low-bed cameras. The center now has six process cameras. There's a warning device on the arc lamps of all cameras. Pressing a button rings a bell. After a five-second delay the overhead lights go out and the arcs go on.

Eleven technicians staff the center, which provides technical knowledge enabling printers to advance their business and share in the industry's growth.

A. W. Streitmatter, general manager of Eastman's professional goods sales division, expects the center will serve some 3,000 technicians from this and other countries this year, about twice as many as in recent years.

"Technicians can learn how to improve the quality of black-and-white halftone and line copy," said Mr. Streitmatter. "Printers can learn how to enter the color reproduction field, and those doing this

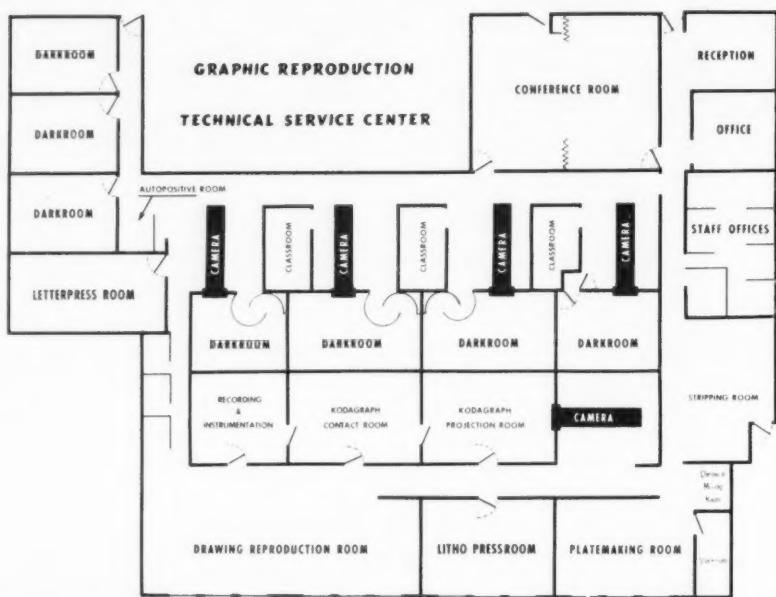
## Milan, Italy, Will Host Printing Trade Exhibit

Milan, Italy, will be host to an international show and congress of printing, publishing, and paper industries called GEC 59 from Oct. 3-11. Manufacturers of graphic arts equipment, paper processing machines, inks, board, paper, plastic, and type, as well as printers, publishers, booksellers, advertising experts, and graphic arts scholars will present displays at the grounds of the Milan Fair.

Special displays will exhibit posters, paper money, stamps, and historical materials connected with the graphic arts. A congress on recent technical and economic developments in the printing and paper fields will also be held in connection with the show. The congress will be held in an auditorium fitted especially for the meeting and equipped with appliances to translate the speeches and reports simultaneously into several languages.

A special committee will organize art and cultural meetings for the benefit of exhibitors and guests. There will also be sightseeing tours as well as visits to publishing plants, printing equipment plants, and paper mills.

Persons or firms interested in more information about GEC 59 may write to Congresso E Mostra Internazionale, G.E. C.-1959, Milano (Italia), Via Borgonuovo 26.



Modernized center at Eastman Kodak has been expanded 35%; darkrooms, conference centers added

work can learn how to improve its quality."

Regularly scheduled two-day conferences cover color reproduction, including basic sensitometry, use of exposure computers, transparency masking, reflection copy masking, and how to make positives.

"We demonstrate by example," said John T. Groet, manager of the center. "Instead of making complete sets of masks and separations, we make only one of each to illustrate the technique. This leaves time for thorough examination and discussion of complete sets made previously. There's no need for note taking. We supply notes and data sheets providing step-by-step accounts of work done in reproducing a color original."

Other techniques demonstrated include the use of contact screens for making improved halftone negatives for black-and-

## Dittler Brothers, Inc. Buys, Moves Smith Advertising Co.

Dittler Brothers, a commercial printing firm in Atlanta, has purchased the Smith Advertising Co. of Xenia, Ohio, said to be the world's largest producer of memorandum books. The Ohio firm has been in business for more than 50 years and has an annual volume exceeding \$500,000. In addition to memo books, it produces yardsticks, paint paddles, badges, and a variety of other advertising materials.

The Smith Advertising Co., which employs 50 people, had been a family-owned and operated concern. Deaths of family members in the firm resulted in the transfer of its ownership. Dittler Brothers, Inc. has announced that the Ohio firm will be moved to Atlanta where the operations of the two companies will be consolidated.

white work, and the use of Kodak Photo Resist for making photoengraving plates, lithographic plates, name plates, and also etched electrical circuits.

## Publishes Trade Customs For Offset Book Producers

Publication of trade customs for lithographic book manufacturers has been announced by the Lithographic Book Manufacturers Committee of the Lithographers and Printers National Association. These trade customs, designed to serve the mutual interests of producers and publishers, closely parallel those prevailing in the printing industry as a whole, according to William H. Bulkeley, chairman of the committee.

"They cover such matters as ownership and maintenance of final negatives and positives, paper quality and storage, delivery, and overruns and underruns," he said. "They will prove helpful both to book publishers and to lithographers entering this field without prior experience with publishers."

Copies are available from Herbert W. Morse, LNPA Eastern manager, 597 Fifth Ave., New York 17.

## New Lanston Office in New York

Lanston Industries, Inc., Philadelphia, has taken space in the 22-story building at 830 Third Ave. at the corner of E. 41st St., New York City. The space will be used as a demonstration center, sales office, and training school for Monotype operators. The company expects to have all demonstration equipment installed by Sept. 1.

# Mail Advertising Service Assn. to Meet Sept. 17-19

The Mail Advertising Service Association will hold its 38th annual convention at the Queen Elizabeth Hotel in Montreal Sept. 17-19. It will be MASA's first international convention in Canada.

The opening session of the convention will spotlight general costs. International president Alvin Meyer of Baton Rouge, La., will preside at the opening luncheon which will be addressed by William Hamilton, postmaster general of Canada.

Afternoon sessions will consist of two concurrent panels on "Personnel and Human Relations." One session will be for large shops and the other for small ones. Three sessions, all slated for 5 p.m., are the "Letterpress Advertising Exchange," the "Mimeo Art Exchange," and the "Occupant Mailing Group."

Friday, Sept. 18, will begin with a visit to the convention exhibits, followed by three simultaneous sessions. Two, divided according to shop size, will discuss "How Administrative Forms Help Get the Job Done." The third will take up the subject

## Frederick S. Leinbach Named President of Riegel Paper Co.

Frederick S. Leinbach has been advanced from executive vice-president to president of Riegel Paper Corp. He succeeded John L. Riegel, who is now chairman of the board. Mr. Leinbach joined Riegel in 1934 as a chemical engineer for product development in the mill at Milford, N.J. As a member of American Paper & Pulp Association's board



Frederick S. Leinbach

of governors, he is chairman of its chemical additives committee. He is also chairman of the Glassine & Greaseproof Manufacturers Association. He is a past president of the Packaging Institute and was the assistant director of the War Production Board's Container Division during World War II.

## Miles Laboratories Forms Company To Make Graphic Arts Chemicals

Miles Laboratories, Inc., Elkhart, Ind., has formed a new company which will supply chemicals to the printing industry. It is called Miles Chemical Co. and is one of four main divisions of the parent firm.

The new firm consolidates the Summer Chemical Co., Zeeland, Mich.; Takamine Laboratory division, Clifton, N.J., and the citric acid production facilities at Elkhart. Howard F. Roderick, a vice-president and director of Miles Laboratories, has been named president.

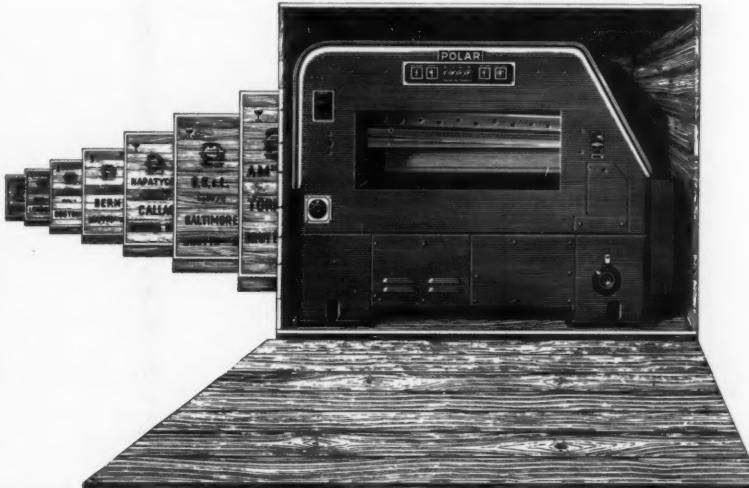
"Creativity." Following these sessions Elman Snow of Porte Publishing Co., Salt Lake City, will address a cost session.

MASA's achievement awards will be presented at the annual sales and awards luncheon. The luncheon will also feature four five-minute talks on "The Best Sale I Made Last Year—and How I Made It." Following the luncheon will be a sales and advertising clinic. After the clinic, the convention will go into business matters, including the presentation of constitutional amendments and election of five directors. Late in the day an open shop tour will take delegates to several direct mail shops in Montreal.

Saturday will begin with members attending either an offset or a composition and xerography session. Immediately following will be an equipment demonstration session, featuring machines and services displayed in the convention's exhibit area.

The three sessions offered directly after lunch are "Better Mimeo for Better Profit," "Top Multigraphing Gets the Top Dollar," and "Best Application for Automatic Typing." Following these sessions, members will divide into small groups to participate in two-hour, round-table discussions covering a host of topics related to mail advertising.

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<p>Please send me, <input type="checkbox"/> without obligation, your illustrated brochure on the <b>POLAR</b> 37" <input type="checkbox"/> 42" <input type="checkbox"/> 31½" <input type="checkbox"/> cutter.</p>			
<p>Name <input type="text"/> Firm <input type="text"/> Address <input type="text"/> City <input type="text"/> State <input type="text"/> Please mail this coupon to Gane office nearest you <input type="checkbox"/></p>			



Printing Industry of Atlanta installed new officers at a recent inaugural banquet. Shown left to right are John Butler of John H. Harland Co., treasurer; Frank Majors of Foote & Davies, Inc., the retiring president; John Ennis of Ennis Printing Co., president, and Frank Carter of Superior Printing Co., vice-president. The new officers were elected to serve for the fiscal year 1959



New York Employing Printers Association officers for 1959-60 are (from left) Harry G. Wolfe, Davis, Delaney, Inc., treasurer; Anthony Perrusi, Advertising Agencies Service Co., Inc., vice-chairman; Donald B. Thrush, Thrush Press, Inc. and Westport Litho, Inc., chairman; Kenneth D. Macdonald, Albert H. Vela Co., vice-chairman; Jesse J. Lehman, Georgian Press, Inc., secretary, and Don H. Taylor, president. Officers were elected at the annual meeting held on May 25



Newly-elected officers and executive committee members of the Printing Industry Association of Connecticut and Western Massachusetts are (seated from left) J. M. K. Davis, Connecticut Printers, Inc.; Saul Weber, Fox Press, Inc.; Robert H. Cagenello, Print-Craft Corp.; Clifford W. McGuire, Connecticut Printers, Inc.; Howland C. Smith, F. A. Bassette Co. Standing (from left) are Frank E. Plumridge, Wm. H. Lockridge Sons, Inc.; Oliver F. Johnson, Bond Press Inc.; Hugh R. Brown, Mono Typesetting Co.; Nelson E. Strong, Finlay Brothers Co.; Theodore G. Pell, Green & Low Paper Co., Inc., and Haige J. Garabedian, who continues to serve as the association's executive secretary

Members of the Chicago Club of Printing House Craftsmen recently elected new officers to serve during the 1959-60 club year. They are (seated, left to right) John A. Radziewicz of Service Offset Co., first vice-president; Gordon W. Wilson, Oxy-Dry Sprayer Corp., president, and Robert E. Ludford, Jr., Chicago Litho Products, second vice-president. Standing are (from left to right) Warren B. Anderson of the Chicago Rotoprint Co., treasurer; A. Norman Romsted of the U.S. Lithograph Co., the recording secretary, and Daniel R. Fasano of IBS Litho Mailers, the new financial secretary



## Screen Process Printers To Meet Oct. 30-Nov. 1

Victor Strauss will be the forum chairman for the 11th World Convention of the Screen Process Printing Association to be held Oct. 30-Nov. 1 at the Statler Hotel in New York City. The program is planned to include sessions of managerial and technical interest. It will feature speakers and seminars dealing with screen process printing costs, using the association's recently issued *Costs Manual* as a model. This session will also include a discussion of taxes as they affect both the estimate and the financial statement. The program also includes a session on screen process drying, covering recent refinements in conveyorized equipment.

The session for artists, photomechanical personnel, and film cutters will include discussions of the techniques for making halftones, methods used in color process work, and various hand-screen techniques. Included in the point-of-purchase forum will be cardboard construction and art processes for more effective displays.

Mr. Strauss is an honorary member of SPPA and served as co-ordinator of forums for the 1953 and 1955 conventions. He has also been research chairman for the association and has written on graphic arts subjects for various publications.

## Connecticut GAA Changes Name, Takes in Territory

Robert H. Cagenello, president of Print-Craft Corp. is the 1959-60 Chairman of Printing Industry Association of Connecticut and Western Massachusetts, which prior to its 71st annual meeting on June 30 was known as the Graphic Arts Association of Connecticut.

Saul Weber, president of Fox Press, Inc., was elected vice-chairman. Clifford W. McGuire, sales manager of Connecticut Printers, Inc., is treasurer. Haige J. Garabedian continues as executive secretary of the association.

New members of the executive committee are Edward B. Davidson, Davidson & McKirdy Co., Inc., chairing the Printers Group; Oliver F. Johnson, Bond Press, Inc., and Nelson E. Strong, Finlay Brothers Co., representing the Printers Group; Hugh R. Brown, Mono Typesetting Co., and Frank E. Plumridge, Wm. H. Lockridge Sons, Inc., representing the Allied Trades Group, and Theodore G. Pell, Green & Low Paper Co., Inc., chairman of the Paper Merchants-Suppliers Group.



Victor Strauss

## Hall Printing Co. Signs Giant Mail Order Contract

One of the largest mail order printing contracts on record has been signed in Chicago.

Montgomery Ward & Co. has entered into a 10-year agreement with W. F. Hall Printing Co. for printing all its catalogs.

The contract is estimated to have a total value of \$100-million and runs from September, 1960, to September, 1970. At present Hall is handling less than half Ward's catalogs.

The agreement, in negotiation over a period of several months, was signed by Paul M. Hammaker, Ward president, and Arthur N. Knol, president of Hall Printing Co.

Hall has shared in printing Ward's catalogs since 1888 and currently is handling about 40% of the company's annual volume of 46-million mail order catalogs.

To meet the requirements of the new contract the Hall company has embarked on a \$14-million expansion program, largest in its history. This program includes both building space and varied machinery and equipment. Some 72,500 square feet of new space, including a new multistory building, has been developed.

Greatly expanded composing room facilities for Central Typesetting and Electrotyping Co., a Hall subsidiary, are presently under construction.

Chicago Rotoprint Co., another subsidiary of Hall's has ordered a new 12-unit, a new 10-unit, and three monotone Goss rotogravure presses.

Rotoprint will remodel its process departments, obtain new photographic retouching and stripping equipment, additional cylinder storage facilities, copper and chrome plating equipment, layout, carbon printing and transfer, staging and etching equipment, and a water circulating and tower system.

At the parent company, Hall's, there is on order a new five-and-five-color Goss press with a 46-inch impression cylinder,

Montgomery Ward & Co. signed a \$100-million mail order printing contract with W. F. Hall Printing Co., Chicago. L to r.: C. J. Barnhill, secretary of Ward; P. M. Hammaker, Ward president; Robert S. Knox, vice-president-controller at Hall's; Arthur N. Knol, Hall president-manager

a 60-box Sheridan gatherer and patent binder, a three-knife trimmer and a catalog-flyer wrapping machine.

A large amount of additional auxiliary equipment will be obtained to keep pace with the new key items of equipment.

The combined efforts of the five new gravure presses and the new letterpress will produce a printed web of paper at a top speed of 103 miles per hour. Converted into pages, these presses will print in from one to five colors at a rate of 15,080,000 Ward catalog pages in one hour.

During each 24 hours of a general catalog production period, it will be necessary to process 1,100,000 pounds of paper through the gathering, binding, trimming, wrapping, and shipping operations. And for the same period, a total of 309,760,000 printed pages must be ready to feed the gathering and binding machines.

Wards publishes ten catalogs a year. Two of these big books contain over a thousand pages. There are three sale catalogs, a Christmas book, and four special catalogs.



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More copies... clearer copies... longer lasting copies

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at the

7th EDUCATIONAL GRAPHIC ARTS EXPOSITION  
New York Coliseum, Sept. 6-12, 1959



## Runs New Series of Offset Courses

The Joint Lithographic Education Council of Metropolitan Washington is conducting a series of lithographic training courses in conjunction with the Graduate School sponsored by the U.S. Department of Agriculture.

Seven evening courses, each calling for one three-hour session per week, will run for 32 weeks. Topics assigned to instructors are survey of lithography, platemaking and stripping, offset photography, presswork, theory of color photography, estimating, and litho chemistry.

Registration preference was given to applicants for whom completion of courses would make a definite contribution to apprenticeship, vocational, education, or career development programs in which they are enrolled. First choice of courses was given to 32 students who took the council's first litho survey course.

The council was organized last December. Members represent the Litho Club, the Printers Supply Salesmen's Guild, union and nonunion shops, lithographers' and pressmen's unions and government.

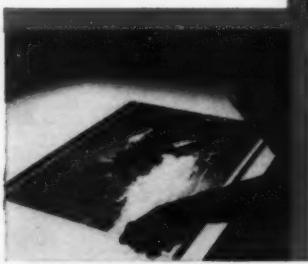
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Great Lakes Press

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"Optimum maneuverability, positive controls, and easy, accurate operation of our Robertsons, guarantee accurate color separation, registration and re-registration. The construction of the vacuum film holder speeds up operation and assures image accuracy and registration; and scale markings permit almost instant film positioning. After copy is placed and lens aperture set, electronic controls completely eliminate time consuming back and forth operator movement."



If you are seeking lower cost, precision production in any field of photomechanical reproduction, send for detailed descriptions of Robertson's complete range of modern precision cameras, Robertson's Plate Mates, and essential accessories. They will be sent promptly.

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Donald Macaulay (left) president of Paper and Printing Quality Control, Inc., receives the second annual Rochester Institute of Technology-Statistical Quality Control award from Byron G. Culver, head of RIT's printing department. The award was presented at a banquet following a recent statistical quality control seminar at RIT

### Gets RIT Annual Award For Graphic Arts Work

Donald Macaulay, president of Paper Quality Control, Inc., has received Rochester Institute of Technology's second annual award for outstanding contributions to quality control in the graphic arts industries. Presentation of the sterling silver bowl, made by Danish silversmith Hans Christensen in RIT's School for American Craftsmen, was the feature of the banquet which ended the Ninth Annual Paper-Printing Quality Control Seminar held through the week of June 22. In making the presentation Byron G. Culver, head of the printing department at RIT, stressed "when you can measure printing you can control it" as one of Mr. Macaulay's basic ideas promoted at many seminars.

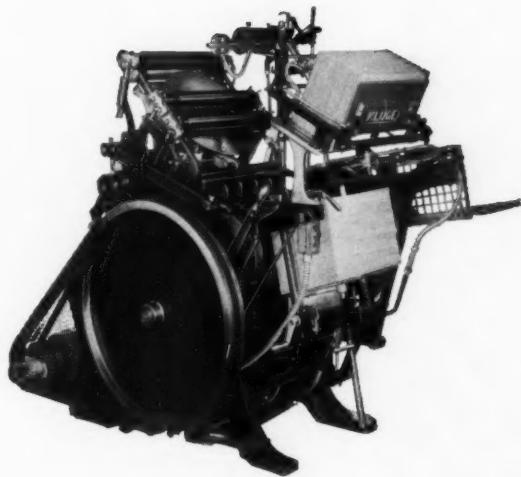
Emphasis throughout the recent seminar was placed on purchasing and manufacturing in the areas of paper production, packaging, magazine, and commercial printing. There were round-table discussions of techniques for improving graphic arts production efficiency and quality. Authorities versed in latest quality control programs through application in their plants dealt with problems submitted by registrants. These authorities included William M. Cranston, Western Printing and Lithographing Co.; Edward E. Stephenson, Sutherland Paper Co., and William Hodge, Stecher-Traung Litho Corp.

Among the other speakers and instructors were Dr. Mason Wescott, Rutgers University professor of applied statistics and American Society for Quality Control editorial board chairman; August B. Mundel, quality control director, Sonotone Corp.; Warren L. Rhodes, RIT graphic arts research department technical director; Dr. Clark Noble, Kimberly-Clark Corp.; Duwayne Carlson, Diamond Gardner Corp.; T. G. Prileau, General Foods Corp.; W. S. Daniels, S. Curtis and Sons.

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**The New "C" Series**

# **KLUGE AUTOMATIC**



**The answer to  
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What are your production problems . . . greater speed, more versatility, better quality, economy of operation? Whatever your printing problems are, big or small, the new "C" Series Kluge Automatic will solve them. It's the fully automatic platen press designed to produce more quality printing in less time and at less cost.

Write today for our free folder describing the many new features found exclusively on the "C" Series Kluge Automatic . . . features that will make your printing easier and your profits larger.

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# U.S. Printing & Litho Merges With Diamond Gardner

Directors of the Diamond Gardner Corp. and the United States Printing & Lithograph Co. have agreed to merge the two companies, subject to shareholders' approval. This was announced recently in a joint statement by Robert G. Fairburn, president of Diamond, and William H. Walters, president of the United States Printing & Lithograph Co.

"This consolidation will strengthen Diamond Gardner's and U.S. Printing's position in the printing and packaging fields. Estimated sales of the combined or-

ganizations and unconsolidated subsidiaries in 1959 will total about \$250-million," it was stated.

Terms of the merger call for the exchange of 2.7 shares of common stock of Diamond Gardner for each share of United States Printing & Lithograph Co. common. The proposal involves the issuance of approximately 900,000 shares of common stock of the Diamond Gardner Corp. Approval by shareholders of both companies will be sought at special meetings to be held later this year.



Robert G. Fairburn (left), president of Diamond Gardner Corp., and William H. Walters (right), president, United States Printing & Lithograph Co., recently announced plans for a merger of the two firms. Mr. Fairburn will become chairman of the board, and Mr. Walters will be president

Mr. Fairburn will become chairman of the board and Mr. Walters will become president of the merged companies. Mr. Walters will also become a director, and two other representatives of the United States Printing & Lithograph Co. will join him on the Diamond board. A new name will be selected for the combined firms.

Diamond assets reported in 1958 totaled \$135,458,000 and United States Printing & Lithograph Co.'s were \$20,453,000. Diamond has over 10,000 employees and United States Printing & Lithograph Co. about 2,500.

The 78-year-old Diamond Gardner Corp. reported sales in 1958 of over \$168-million from its various divisions. Molded pulp, carton, and paperboard sales accounted for 53% with match, woodenware, lumber, retail yard, store, and mill sales making up the rest.

Diamond also owns the Hartmann Fibre Co., Ltd., an English subsidiary, manufacturer of molded pulp products, and has a 50% interest in a domestic company, Dairypak Butler, Inc. of Cleveland. Diamond has 29 manufacturing plants in the United States and one in Canada. It also has 86 retail stores located on the West Coast and in New England, and owns over 450,000 acres of timberland.

U.S. Printing was founded in 1867 and is one of the leading producers of multi-color printed packaging and advertising materials. It has plants in eight cities.

## Champion Paper & Fibre Forms New Subsidiary Corporation

The Champion Paper and Fibre Co., Hamilton, Ohio, has formed a subsidiary, Champion Paper Specialties, Inc. Sterling E. Brown, general sales manager for printing papers, has been appointed president of the new company.

Champion Paper Specialties, Inc., will process and merchandise a line of cut-size papers for offset, as well as duplicating, and other small printing equipment; gift wrap and box wrap papers; paper for data processing machines, small rolls for adding machines, and other specialty items.



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The Sabin Robbins Paper Company, home office: Cincinnati  
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Louisville / Milwaukee / Minneapolis-St. Paul  
Newark, N.J. / New Haven / New York / Peoria  
Philadelphia / Pittsburgh / San Francisco / St. Louis

## Nebraska Salesbook Sold, New Top Officials Named

The Nebraska Salesbook Co. and its division, Carbonized Paper Co., both of Lincoln, Neb., have been purchased by Jerrold Wexler of Chicago and Dudley C. Ruttenburg of Fort Wayne, Ind. Marvin B. Levy, who was president of the firm, will serve in an advisory capacity.

Mr. Wexler, the present president and chairman of the board, is active in a number of Midwestern business enterprises. Mr. Ruttenburg, the secretary-treasurer, is also president of the General Printing

Corp., Fort Wayne. Harold R. Salisbury, formerly general manager of Nebraska Salesbook Co., continues to serve in that capacity but has also been named executive vice-president. Alan R. Marks was elected vice-president.

### George P. Mallonee Honored

George P. Mallonee, executive secretary of the Graphic Arts Association of Washington, D.C., has become an honorary life member of the International Printing Pressmen and Assistants' Union of North America. This award was presented in recognition of his many years of negotiations at the bargaining tables.

## West Coast Gallery Closes Fall Competition Sept. 1

Sept. 1 is closing date to enter the fall competition of the Gallery of Fine Printing and Lithography being sponsored by Simpson Paper Co., Everett, Wash. Competition is open to printers and lithographers throughout the 11 western states.

Category winners for the recently completed judging came from graphic arts establishments in Seattle, San Francisco, Long Beach, and Los Angeles. Judges were A. R. Tommasini, superintendent, University of California Press, Berkeley; Carl J. Swenson, Kennedy-Ten Bosch, San Francisco, and Frank Kane, Kane Art Associates, San Francisco.

Categories, clients, and award-winning printers follow:

Annual report, Van Waters & Rogers, L. & H. Printing Co., Seattle, Washington; department store mailer (direct mail), Charles Ford Co., Jorgenson & Co., San Francisco; Butterfly kit cover (label), Lord and Freber, Cienega Lithograph Co., Los Angeles.

Calendar, Nesbitt Fruit Products Co., Graphic Press, Inc., Los Angeles; residential property statement (office forms), City of Long Beach Assessor, City Duplicating Division, Long Beach; *The Art of Raku-san Tsuchiya* (books), Foster Art Services, Inc., Times-Mirror Press, Los Angeles.

Entries were judged as to pressmanship quality, detail sharpness, and fidelity of reproduction.

Category winners received engraved award plaques signifying excellence of craftsmanship. Awards also are publicized in two-page trade press advertisements and in various publicity media.

### Dr. Nothmann Joins Miehle In New Research Position

Dr. Gerhard A. Nothmann has joined the Miehle Co., division of Miehle-Goss-Dexter, Inc. in the newly-created post of

assistant to the vice-president of research and engineering and director of creative and development engineering. His office will be in MGD's headquarters in Chicago. Born in Germany, Doctor Nothmann came to the United States in

1939 to attend Purdue University. After receiving his Ph.D. from Cornell he became a research engineer at Armour Research Foundation, Chicago.

In 1952 he became head of the department of engineering and was director of the division of mechanical engineering research when he left Armour to join Miehle.

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Founded 1920

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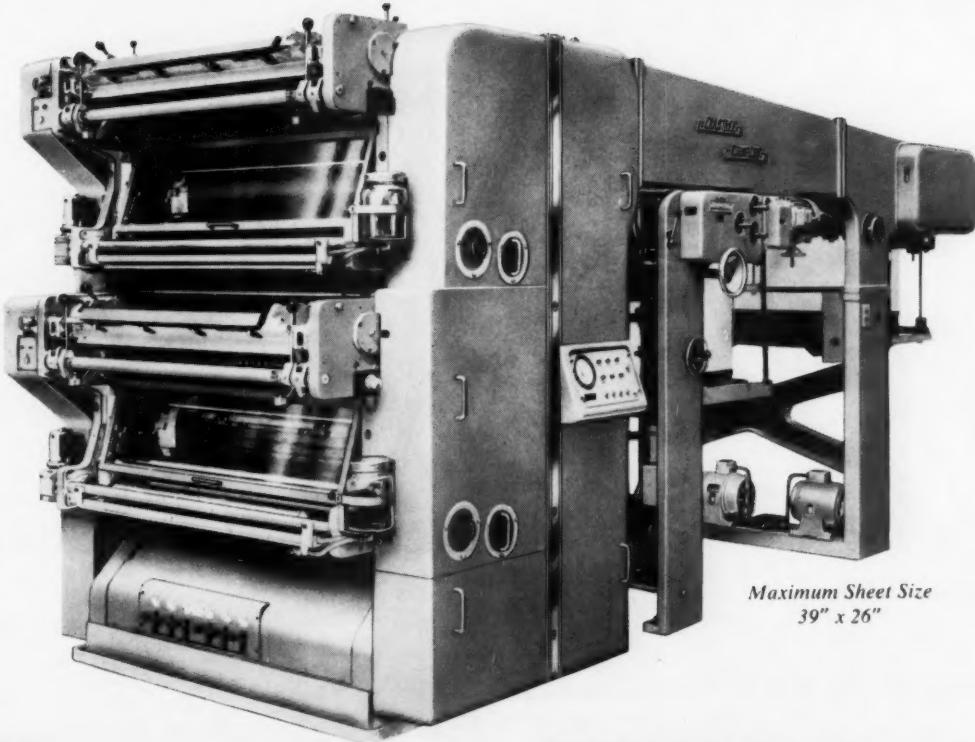
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*New two-colour offset press*  
SPEED UP TO  
*10,000 sheets per hour*

## COUNTESS



Maximum Sheet Size  
39" x 26"

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- New powerful drum type inking
- Seven Roller damping
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One of these presses is being installed in New York. Arrange to see it on demonstration by calling Buchmann Graphic Machinery & Supply Corporation, 4-20 47th Avenue, Long Island City 1, New York. Phone: RAvenswood 9-2754-5

R. W. CRABTREE & SONS, INC.  
56 Beaver Street, New York 4

# Offset Lithographers Honor Maurice Saunders at 90

July 3 marked the 90th birthday of Maurice Saunders who is now in his 72nd year as a leading figure in the lithographic industry. Mr. Saunders, honorary chairman of the board of the Lithographers and Printers National Association, has been officially retired since 1937 but participates actively in LPNA conventions and board meetings.

He entered the lithographic business in 1887 at the age of 18 when he was hired by G. H. Dunston, Buffalo lithographer, to install an accounting system. He re-

mained there for 10 years. His next 24 years were spent in sales. He was a branch sales office manager in Pittsburgh and Boston for the United States Printing and Lithograph Co. In 1906 he joined the American Lithograph Co. in New York City where he eventually became sales manager and director of manufacturing.

Mr. Saunders represented the industry on the War Service Committee during World War I, and later headed a joint employer-union committee set up to solve problems that developed out of the war.



Maurice Saunders, the honorary chairman of the board of the Lithographers and Printers National Association, celebrated his 90th birthday July 3.

His record as a negotiator during that period caused him to be persuaded to leave private employment and enter association work.

In 1921, Mr. Saunders became secretary and managing director of the National Association of Employing Lithographers. In 1926 the group was renamed the Lithographers National Association (now the LPNA), and Mr. Saunders remained its head until his retirement in 1937. In 1950 the LNA board elected him its honorary chairman for life.

He celebrated his birthday at the Chicago Yacht Club with his wife, Louise, his son, Maurice, Jr., and a group of friends and relatives. Maurice Saunders, Jr., is manager of the financial and legal departments of R. R. Donnelley & Sons Co., Chicago.

## Agee Cleveland Linotype Manager

Joseph W. Agee has been named manager of the Cleveland agency of Mergenthaler Linotype Co. He succeeds George A. Boucher who is now manager of production planning at the company's headquarters in Brooklyn. Mr. Agee has been with Linotype Co. since 1949. He has represented the company in northern Ohio, western Michigan, Minnesota-Wisconsin, and southeastern Michigan. Before joining Linotype he served in newspaper and printing fields.



Joseph W. Agee

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... and get bigger contracts every year.

**HOW?**  
Go "into training" with Brown-Bridge's  
Gummed Paper Sample Book. It's FREE!

With it you can learn how to get extra sales power . . . it has sample sheets; lists of colors, finishes, sizes and gummings; correct gumming selector and printing and handling guide. Write Dept. P-389 for your FREE copy today!

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You know what your results will be before you load your camera, because this Kodak emulsion has the same precise uniformity borne by every Kodak product. Stringent Kodak quality standards make it that way, from one sheet of film to the next, box after box—consistent good results. Results you can predict today, tomorrow, next year—any time.

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sion, on stable PB or on any support you like. Its good results are universal. You'll find Type 3 fits your techniques, eliminates guesswork, seems to cooperate with you more than other emulsions do to give you more hits and fewer misses than ever.

*What base suits you best?* Acetate, regular or thin base. Plates, any size, .060 to  $\frac{3}{16}$ -inch thick. Stable PB, regular or thick base. And these are only the beginning . . .

Want a demonstration?  
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Kodak  
TRADE MARK



Here's reduced version of the winning poster and stamp in the International Craftsmen's contests. This is second time Emil Georg Sahlin won two gold cups in same year; he also did it in 1955

## Emil Georg Sahlin of Buffalo Top Winner In Craftsmen's Poster and Stamp Contests

Emil Georg Sahlin, owner of Sahlin Typographic Service, Buffalo, and a member of the Buffalo Club of Printing House Craftsmen, has won first-place gold cups in the design competition for both the stamp and poster to be used to promote the observance of the 1960 International Printing Week.

This is the second time Mr. Sahlin has won both cups in the same year, having also won both competitions in 1955. In 1958 he won the gold cup for the stamp design and second place for the poster. This year his alternate entries also won second place for the poster and third for the stamp. Over the years he has won a total of eight gold cups and numerous honorable mention certificates.

Gorge G. Wojtowicz, art director for the Pollack Printing Corp., also of Buffalo,

Emil Georg Sahlin



G. G. Wojtowicz



## International Craftsmen Meet In New York City Sept. 5-9

(Concluded from page 85)

Kolb, president of the craftsmen, will preside at the luncheon, and James A. Farley, chairman of the board of Coca Cola Export Co., will be the guest speaker.

The third Golden Anniversary Clinic will be staged that afternoon in the New York School of Printing and will be chaired by Robert Edgar, governor and chairman of the Craftsmen's graphic arts education committee. The program will include two talks, "The Craftsman's Role in Education" by Leslie C. Shomo, president of the Education Council of the Graphic Arts Industry and executive vice-president of the National Publishing Co., Washington, D.C., and "The Story Behind the New York School of Printing" by Ferdy J. Tagle, the school's principal. Craftsmen will spend the rest of the afternoon touring the school. The nominating committee will meet Tuesday night.

Wednesday morning will begin with committee meetings and another business session. These will be followed by the fourth and last clinic of the convention. Its chairman will be Kenneth Nesbitt.

Craftsmen will spend the afternoon visiting plants in the New York City area.

The convention will close after a reception, cocktail hour, banquet, and entertainment that night.

Members will spend the afternoon visiting plants in the New York City area. The convention will close after a reception, cocktail hour, banquet, and entertainment that night.

William A. J. Blaker, national president of the Printers' Managers and Overseers Association, London.

Gerald L. Flood, chairman of the association's International Printing Week committee will be chairman of Wednesday's special Club Management and Printing Week luncheon. Speakers at the luncheon will be Paul M. O'Brien, director of industry promotion, New York Employing Printers Association, Inc., and Lee Augustine, president of the Printing Machinery Co., Cincinnati, Ohio.

The programs for the ladies and teenagers will include special parties, luncheons, tours, and theater trips.

### Kaiser Aluminum & Chemical To Move Offices to California

Kaiser Aluminum & Chemical Corp. will move its general sales offices from Chicago to Oakland, Calif. The move will be made in stages and should be completed about Sept. 1, the company said. Kaiser Aluminum's products include aluminum foil used in the printing and lithographing industry.

The company will keep an executive office in Chicago as well as its present Chicago regional and district sales headquarters. It will also keep in Chicago some personnel concerned primarily with technical and field service.

### NYC Craftsmen Elect Officers

Louis Van Hanswyk, Lou Van Typographers, Inc., has been elected president of the New York Club of Printing House Craftsmen. New vice-presidents are Ralph Speece, Howard O. Bullard, Inc., and Stanley Walkwitz, Publishers Printing-Rogers Kellogg Corp. Paul B. Chaput, Edison Photo Engraving Co., is treasurer. Louis A. Croplis, American Type Founders, Inc., was reelected secretary.

Announcing the New

**46" 52" 55"**



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## **Hydraulic Clamp Cutters**

**Nearly 20% faster and heavier than any other  
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50 stroke-a-minute knife speed for greater daily production of exceptionally accurate cut work is just one of the many important advantages of these *new* Lawson Pacemaker Cutters. All the proven advances of the larger Pacemakers are included for the first time in cutters of this size...double crank two-end knife pull...3-point knife bar support...rear table slot-closing device...optional adjustable flexible Contour Clamp and .002" Electronic Spacer accuracy.

Ask for the new 16-page brochure describing the complete Pacemaker line...46", 52", 55", 60", 66", 69".

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And—they're Arctic White  
(the original fluorescent white)  
the color that  
the writing paper industry  
is still trying to equal  
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100% COTTON  
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National Bank Ledger

50% COTTON  
English Bond  
English Ledger

25% COTTON  
Fox River Bond  
Fox River Opaque  
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Fox River Ledger  
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Bristols  
and Thin Cards



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*Appleton, Wisconsin*

\$100 in cash for you if you **BEAT BUNDSCO**. Simply re-set this advertisement. For full information ask your Fox River distributor or write Printers Service Bureau, Fox River Paper Corp., Appleton, Wisconsin. This advertisement was set by Hans Jorgensen of The Castle Press, Pasadena, California.

Wayside Press, Mendota, Ill., has just closed a plant employee contest on "Why It Pays to Be Customer Minded." Top prize, three-day trip to New York and 7th Graphic Arts Exposition, was won by John Ciesielski, pressman, (second from left). Second prize was transistor radio won by Lucille Bonnell, composing-proofroom, (second from right). At left is Otto Galloway, her foreman; at right is Amos Edwards, pressroom foreman. Glenda Graham, United Air Lines stewardess, who awarded prizes, is in center of group

## Two ATF Men Promoted To Top Branch Offices

Carl A. Nelson, former manager of American Type Founders' Boston branch, has been named Philadelphia branch manager succeeding Steve Mucha, who resigned to become a partner in a printing equipment and supply company. William P. Hourihan was advanced from sales representative to Boston branch manager.

Mr. Nelson has been active in the graphic arts for 40 years. He came to ATF 14 years ago from the Wellesley (Mass.) Press, Inc., where he was plant superintendent. He is a Boston Litho Club charter member, a Graphic Arts Institute of New England director, and past president of the Boston Club of Printing House Craftsmen and the New England Printers Supply Salesmen's Guild.

Mr. Hourihan, with ATF for 20 years, heads the New England Printers Supply Salesmen's Guild.

Carl A. Nelson



W. P. Hourihan



—a preview  
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See them all at Booth No. 396!

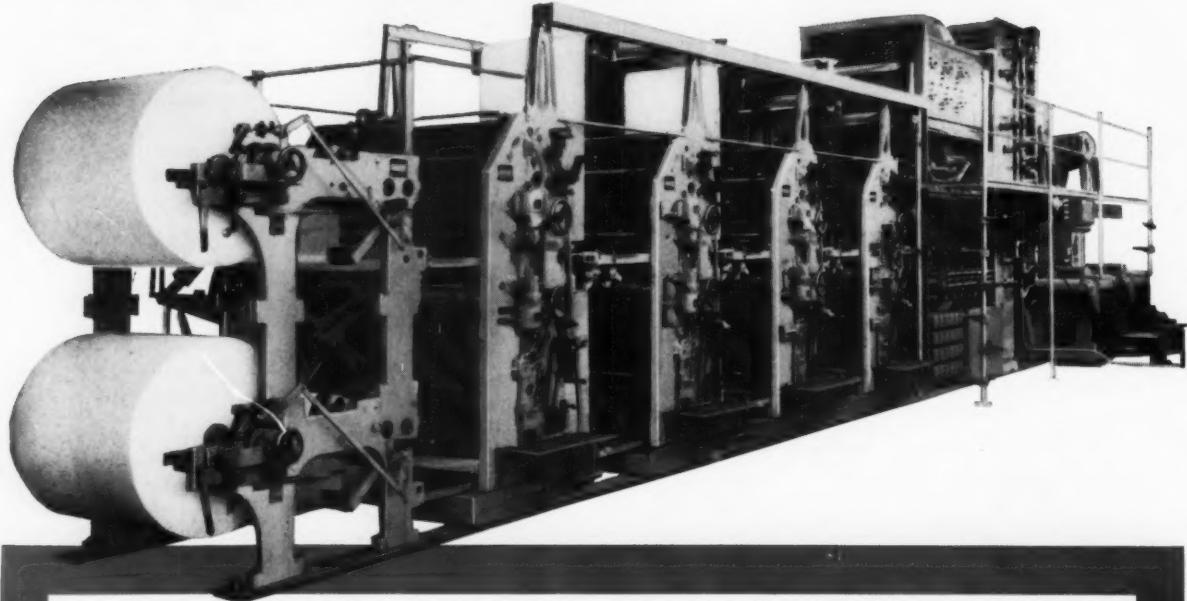
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offers WEB FED OFFSET ECONOMIES  
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High hourly production . . . low cost per thousand . . . and a quality of product at least equal to that of sheet fed presses . . . these are three good reasons why you should investigate Hantscho web fed presses.

Whether you are running book or magazine signatures, catalogs, inserts or direct mail material . . . on any kind of stock from newspaper to glossy coated . . . there is a Hantscho press that will do the job economically.

See for yourself what a Hantscho press can do. Look at the quality in black and white, in multi-color, even in 5-color process . . . ask the owners and operators about the economy and ease of operation. The George Hantscho Company or any

of its representatives will be glad to make arrangements for you to visit a convenient plant where Hantscho presses are producing quality work and good profits.

Compare Hantscho with any similar equipment available. You'll agree that Hantscho builds the best web offset perfector.

If you would like written information before making your visit send for this new brochure describing and illustrating Hantscho presses, folders, sheeters and roll stands.



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MIDWEST REPRESENTATIVE: 153 W. HURON ST., CHICAGO 10, ILL. — TELETYPE TWX CG 1486

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4727

## **GPO Procedure for Commercial Printers Simplified**

**Compiled by Hal Allen, Eastern Editor**  
*Inland and American Printer and Lithographer*

Government Printing Office procedure for procuring services from commercial plants has been simplified. This was done to expedite bid handling and eliminate costly and burdensome paper work.

New Simplified Procurement Contracts are used for bidding on such work as offset printed book and pamphlets, hot metal English composition, and multiple part manifold sets.

During previous years, except in wartime, bids for all outside work were on an individual job basis. Invitations were rotated among at least 20 and sometimes 30 printers. Jobs were awarded to the lowest qualified bidders.

Under the new method GPO gives all interested companies an opportunity to bid. Simplified Procurement Contracts are rebid every six months. Proposals include rates prepared by GPO. Printers may bid on these basic rates or offer rates that are a percentage higher or lower. The bids are opened and read publicly at a designated time and place.

Lowest qualified bidders are notified by telephone rather than mail. GPO sends job copy and specifications to them promptly if their facilities for handling the work are available. The next lowest bidder is contacted by telephone when the lowest bidder's facilities are not available or have been fully used by the GPO.

Annual purchases from the industry run to some \$28-million. Low and high bids on Simplified Procurement Contracts and individual bid jobs vary as much as 50%.

Companies interested in receiving invitations to bid on the new contracts may write to the Director of Purchases, Government Printing Office, Washington 25.

### **Printing and Publishing Rank 12th, According to FTC and SEC Reports**

Financial reports for manufacturing corporations issued jointly by the Federal Trade Commission and the Securities and Exchange Commission cover 20 basic industries, including printing and publishing, except newspapers, and paper and allied products.

Horace Hart, director of the Printing and Publishing Division of the Business and Defense Services Administration, has used these reports as a basis for figuring where printing and publishing, and paper and allied products rank in terms of profits after taxes.

He found that paper and allied products ranked seventh, and printing and publishing 12th in 1957 and 1958. Paper and allied products bottom-line profit last year was 4.5% of sales, a drop of 1/2%

from the 1957 level. Printing and publishing after-taxes earnings declined from 3.7% to 3.1%.

Highest percentage last year, 9.2%, was scored by the petroleum refining industry. Lowest was 1% for apparel and other finished products.

Mr. Hart pointed out that the joint reports are based on financial statements from a cross section of manufacturing corporations subject to Federal income taxation. The reports came from corporations registered with and reporting to the Securities and Exchange Commission, and from nonregistered corporations.

### **Bureau of Printing and Engraving Saves by Speeding Up Ink Drying**

Substantial cost savings in the printing of United States currency by the Bureau of Printing and Engraving have been effected through the development by the bureau of no-offset black inks which speed the intaglio printing processes and eliminate much hand labor.

A fine white powder called Syloid 308, together with other ingredients in the secret ink formulations, reduces to a minimum the tendency of the black inks to offset. Precisely how the product contributes to this effect is a matter of speculation, but it is believed that it adds to the thixotropic properties of the ink—it's ability to flow under pressure.

With proper handling, the bureau has found it possible to stack freshly-printed sheets of currency without the use of the interleaving tissues formerly required. These tissues had to be inserted, then removed after drying of the ink. Elimination of the tissues has streamlined the entire operation. The dry intaglio process on high speed sheet-fed rotary presses has been adopted in addition to the wet intaglio process formerly used exclusively.

When the wet intaglio process is employed, the water-wet sheets are printed and automatically stacked at the press in lots of 200 sheets. Each lot is placed in a humidor so that the ink may dry without the sheets being disturbed. The same procedure is used for printing backs and faces; the backs are printed first. After the faces are printed and the ink is dry, the sheets are dried to remove the water. Numbering and cutting the sheets into notes are subsequent operations.

When the dry intaglio process is employed, the sheets are printed and stacked in lots of 10,000 sheets. Any tendency of sheets to offset at the bottom of the 10,000-sheet stack is no worse than at the top. The sheets must be held, however, for 24 hours after each printing operation so that the ink becomes thoroughly dry and does not cause difficulty.

### **Manifold Business Forms Industry Trade Practice Rules Reviewed**

Trade practice rules proposed for the manifold business forms industry were reviewed at a Federal Trade Commission hearing on June 12 in its Washington, D.C., headquarters.

Requests for the commission to set up regulations for maintaining fair competition and eliminating or preventing illegal acts and practices came from the industry, whose members discussed proposed rules at a trade practice hearing in Chicago last April.

The Washington hearing gave all interested or affected parties an opportunity to voice suggestions or objections for the commission to consider before announcing the rules in final form.

Proposed rules as made public by the commission on May 28 would apply to all manufacturers, jobbers, wholesalers and other marketers of business forms, including but not limited to autographic register, unit set, continuous, fanfold types, and salesbooks.

In order to foster and promote fair competition and to protect the industry, the trade, and the public, the rules would prohibit such practices as deception; defamation of competitors; misrepresenting products as conforming to standard; illegal price fixing; sales below cost; false invoicing and price quotations; coercing purchase of one product as a prerequisite for buying others; unfair threats of infringement suits; discriminatory prices, rebates, refunds, discounts, credits or other price differentials which lessen competition or tend to create a monopoly.

### **Apprentices Now Tend to Remain In Industry, Labor Report Shows**

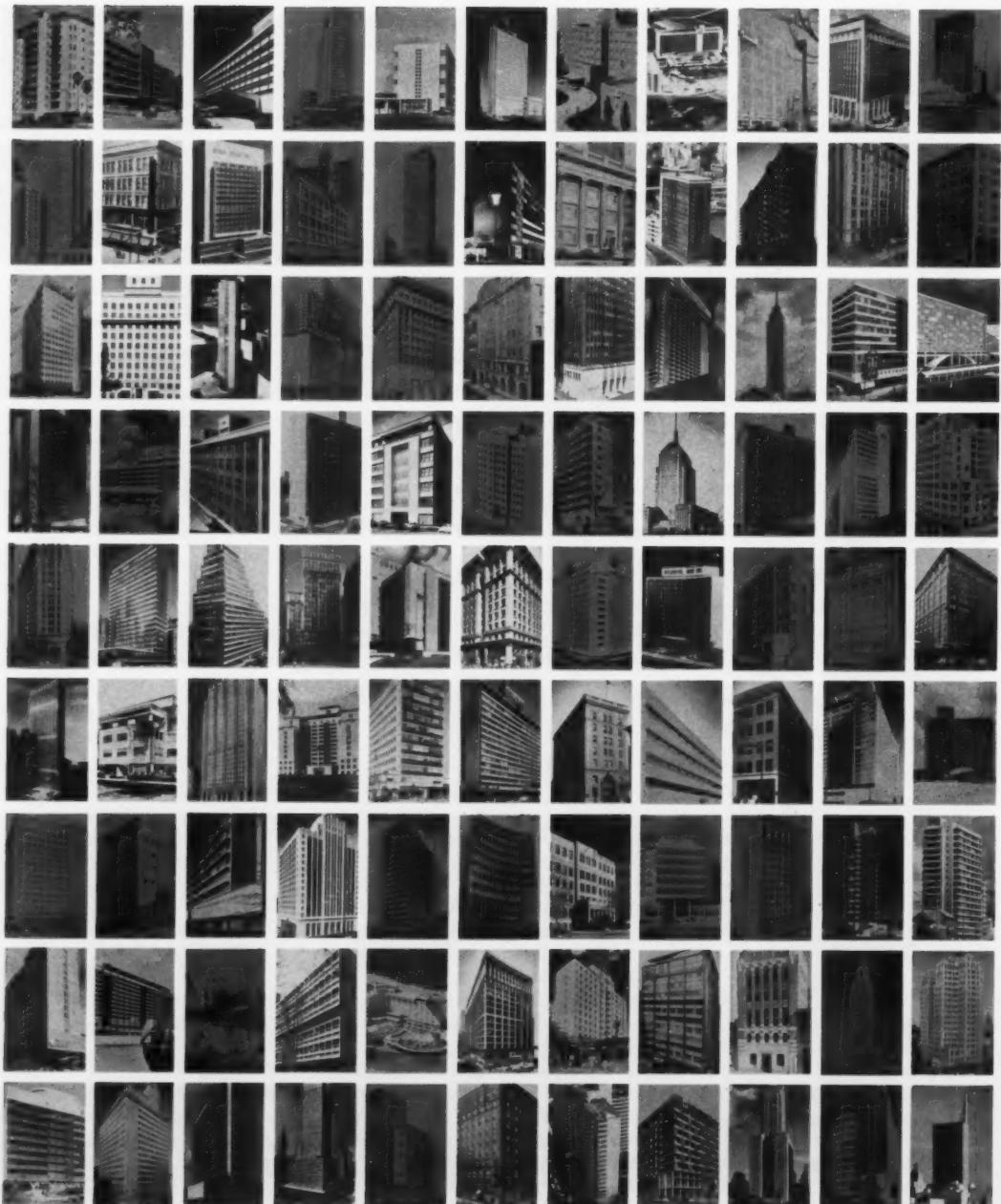
More than 87% of apprentices who became journeymen in 1950 continued working in the printing and allied trades, some 18% were in supervisory positions by 1956, and 1% had gone into business for themselves, according to a U. S. Department of Labor report.

This report has special significance to graphic arts industry employers, according to Samuel M. Burt, managing director, Education Council of the Graphic Arts Industry.

"A report several years ago showed that more than 40% of apprentices quit their printing trades jobs before completing their apprenticeships," he said. "The new report indicates that apprentices when they become journeymen tend to remain in the industry and, in most instances, stay with the employers under whom they served all or part of their ap-

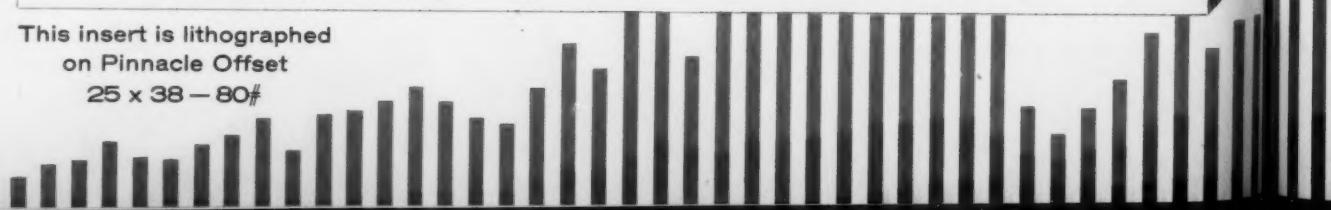
*(Turn to page 158)*

# ANNUAL REPORT 1958-OTIS ELEVATOR COMPANY



This insert is lithographed  
on Pinnacle Offset

25 x 38 - 80#



HOW  
TO  
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AN  
ANNUAL  
REPORT

To help reflect the leadership of the world's largest maker of elevators, Otis Elevator Company chose West Virginia's Pinnacle Offset for its 1958 Annual Report.

Pinnacle is your best buy among uncoated offsets. Its blue white brilliance means sparkling halftones and razor-sharp copy reproduction. Good body and strength plus excellent uniformity assure smooth press performance. With Pinnacle's stabilized moisture control, it's easy to maintain perfect register. Superior opacity, too!

Next time the job calls for a high quality uncoated offset, see how you can meet and surpass your customers' specifications with Pinnacle!

West Virginia offers a complete line of high quality coated and uncoated offset and letterpress papers. We invite you to find out how you can benefit from West Virginia's direct mill-to-you sales policy and technical service. Write West Virginia Pulp and Paper Company, 230 Park Avenue, New York 17, N.Y., or contact an office listed below.

*Fine Papers Division*  
*Commercial Printing Paper Sales*

Chicago 1 / FR 2-7620; New York 17 / MU 6-8400  
Cincinnati 12 / RE 1-6350; Philadelphia 7 / LO 8-3680  
Detroit 35 / DI 1-5522; Pittsburgh 19 / CO 1-6660  
San Francisco 5 / GA 1-5104



**West Virginia  
Pulp and Paper**

The Otis Elevator Annual Report is lithographed on Pinnacle Offset. Cover stock is 120# basis weight; text pages 80#; sheet size 21" x 29". The press is a Harris two color 23 x 35 offset press.

prenticeships. So if an employer has developed good programs for recruiting and selecting qualified new employees, and for giving them good on-the-job training, he will retain most of his apprentices after they become journeymen, and several will move up into supervisory positions."

Mr. Burt concluded his statement with a summary of the Education Council's many services for helping the industry retain its major status by competing advantageously for its share of personnel to operate equipment, manage plants and sell products.

#### Government Printing Office Has New Bidding Procedure

The Government Printing Office is using a new method for procuring small job bids from commercial printers. Pamphlets, forms, folders, and other items needed in small quantities are displayed from 9 a.m. to 4 p.m. on Wednesdays and Fridays in the GPO's information room at North Capitol and H Sts. Printers may select jobs on which they wish to bid and secure all necessary information from the material displayed.

Bids are opened one week after the display. The bidders must quote delivered at destination prices and supply all materials including paper and cartons. GPO supplies reproduction copy or negatives in most instances and specifies whatever material is available.

#### Forbes Official Warns Against Tax On Printers in Interstate Commerce

A recent U.S. Supreme Court decision rated as clearing the road for increased taxation on businesses engaged in interstate commerce prompted a protest by a printing executive at a Senate Select Committee on Small Business hearing recently in Boston.

The speaker was Everett Bowden, treasurer of Forbes Lithograph Manufacturing Co., Boston, and chairman of the cost, accounting and financial management committee of the Lithographers and Printers National Association. He warned against subjecting printers to taxation in states where they have no property or permanent establishments.

Forbes has only one plant, does no warehousing outside of Massachusetts, has sales offices in other states, and salesmen soliciting business in some 30 states.

"No property other than a very small amount of sales office equipment is owned by my company in states other than Massachusetts," Mr. Bowden said. "Based upon the Supreme Court decision, we would become subject to taxes in ten or 12 states merely because we distribute our products in those states." This would mean additional accounting, auditing, and tax counsel expense "exceeding the amount of taxes involved, and in addition to the large present cost of collecting and han-

dling federal and state taxes for employees," he said.

Added expense would decrease "the already unsatisfactory net profit of our industry and discourage investment in small businesses and establishment of new companies. In the absence of coordinated allocation of taxable income among various states it would be very probable that total income allocated to each state would exceed 100% of the corporation's income. This would be a definite inequity resulting in double taxation on a state level."

Mr. Bowden stressed the printing industry's desire to play its part in supply-

ing revenues for proper functioning of state governments, "but a state tax on income of firms engaged solely in interstate commerce within its borders is an undue burden, and we ask for enactment of legislation to make it unlawful. In the absence of such legislation, we strongly recommended that state authority to tax corporations be limited, and that such right be limited to states where a significant amount of property and manufacturing operations are located." He also emphasized the need for a uniform apportionment formula if states are permitted to tax income from interstate commerce.

## New Japanese Talking Magazine Can Reproduce Original Sounds

A "talking magazine," believed to be first in the world for general circulation, appeared in Japan recently.

The event, the magazine's publishers believe, may foreshadow a time when readers of daily papers will be able to get their news with the actual sound effects. These would be heard by placing the magnetically-treated pages in machines made for the purpose and playing them much like phonograph records.

The new sound-reproduction system, invented by a Japanese, was made available to the general public for the first time in the May issue of the monthly magazine, *Asahi Science*.

One page of the magazine has color photographs of Niagara Falls and Big Ben, the clock over the houses of parliament in London, on one side. The other side contains a block of solid brown ink. When the page is torn, cut, and placed on a turntable in the machine with the brown side down, the sound of the waterfalls and of Big Ben striking can be heard as originally recorded on the scene.

Printing with sound costs the publishers about 3 cents for each page, said Massaki Sogo, editor of *Asahi Science*. It is done in the ordinary printing procedure by impressing one side of the sheet with special ink containing magnetized iron products, from a plate made from the master recording.

Three major Tokyo printing plants are equipped with the process, Sogo said. The machine to activate the sound reproduction, called a synchro-reader, costs \$375. It is made by the Canon Camera Co.

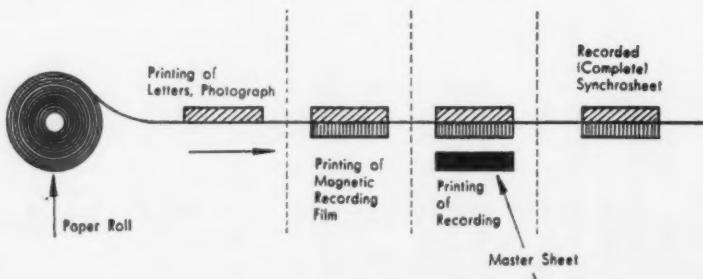
*Asahi*, a newspaper with nearly 4,000,000 daily circulation, which publishes the scientific monthly and other periodicals, experimented privately with the possible newspaper use of the device in reporting Crown Prince Akihito's wedding.

When a specially prepared page of the newspaper showing pictures of the crown prince's wedding procession is placed in the machine, one hears the actual music and the cheers of the crowd at the parade.

The process was invented by Dr. Yusaku Hoshino, a professor at Tokyo Technical College.

#### Tokyo Plans Graphic Arts Show

The Technical Association of Graphic Arts of Japan will hold its annual exhibit of printing equipment and supplies, Oct. 1-17, in conjunction with the Japan International Trade Fair. The exhibition, called SESGA (Show of Equipment and Supplies of Graphic Arts), will for the first time in its seven-year history accept displays of foreign products. Inquiries may be addressed to Technical Association of Graphic Arts of Japan (Nippon Insatsu Gakka), No. 4, Ginza 5-chome, Tokyo, c/o Ando Shippo Building.



Here's the system by means of which the Japanese talking magazine can reproduce original sounds; magnetically-treated pages can be placed in machine and played back much like phonograph records

## Develops Filmsetter For Chinese Characters

Sinotype is the name of a new machine that combines a keyboard with an electronic computer for setting Chinese characters on film. It was developed chiefly by Samuel H. Caldwell, research director of the Graphic Arts Research Foundation, Cambridge, Mass., and professor of electrical engineering at Massachusetts Institute of Technology. After working on the project for seven years Professor Caldwell foresees the possibility of building a machine for keyboarding Chinese at least as fast as English.

The Sinotype system was based on his analysis of Chinese writing, which involves thousands of characters or ideographs. The machine's vocabulary runs to 2,333 basic characters and could be expanded to 6,000 or more, according to Professor Caldwell.

There's a key for each of 21 basic strokes. Punching keys in the order the operator would follow if he were drawing the characters by hand feeds code signals to the computer. This device selects the proper character, locates it in the 50-column, 48-row vocabulary, and the operator sees it on an optical viewer. If he's right he punches a bar causing the image to be photographed. Current methods are used for transferring film-set copy to the printed page.

### Ward A. Neff, Head of Corn Belt Publishers, Dies at 68

Ward A. Neff, president of Corn Belt Publishers, Inc., Chicago, died recently at age 68. His company publishes the *Chicago Daily Drovers Journal* and other member papers of the Corn Farm Belt Dailies. It also operates the Drovers Journal Press and radio station WAAF.

Mr. Neff had been a lifelong publisher and editor, succeeding his father, the late Jay H. Neff of Kansas City, Mo., in the ownership of the *Kansas City Daily Drovers Telegram*. Ward Neff built the Corn Belt Farm Dailies corporate group to include four dailies, the radio station, and commercial printing facilities in four cities. He was a member of Sigma Delta Chi, national journalism fraternity, serving as national president in 1923, and was elected a Fellow by its national convention in 1956.

### Whitin Machine Chairman Dies

Elijah Kent Swift, chairman of Whitin Machine Works, with which he was associated for 59 of his 80 years, died on July 18 in his summer home at Woods Hole, Mass. He held honorary degrees from Springfield and Williams Colleges, and had served as a director of 39 corporations. (American Type Founders Co. is a recently-acquired subsidiary of Whitin Machine Works.)

### A. J. Mahnken, Vice-President Of Sinclair & Valentine, Retires

Arthur J. Mahnken, a vice-president of Sinclair and Valentine Co., has retired, but will continue to serve as a consultant. His 50 years of service to the graphic arts industry was recognized during the Fifth District Conference of Printing House Craftsmen in Dayton, Ohio. Hosting the stag luncheon in his honor was Robert C. Neff, former president of Gebhardt Folding Box division of Standard Packaging Corp. Some 30 Craftsmen and their wives paid tribute to him at a dinner



A. J. Mahnken

hosted by Robert C. Carpenter, president and treasurer of Carpenter Lithograph Corp.

Mr. Mahnken was also guest of honor at a New York City luncheon staged by S&V President Matt J. Leckey with vice-presidents H. H. Desmond and Howard J. Soriano.

### Maran Printing Builds Studio

Maran Printing Co., Baltimore typographers and lithographers, is erecting at 419-425 McCulloh St. a studio for the Maran Advertising Printing Services. This new division, managed by Barnet Armstrong and George Porter, specializes in newspaper, magazine, and advertising typography. The new plant will have a lecture and exhibition room, as well as space reserved for expanding the cold typesetting services.

## 45 Million Quality Greeting Cards Printed Annually—on DUAL-LITHS

A giant in the greeting card industry, American Greetings Corporation turns out 2½ million greeting cards daily... ranging from simple black and white to delicate 5-color work on satin. Here, in their own words, is why DUAL-LITHS were picked to help do the job!

"Quality is the prime ingredient in a greeting card. Yet in this competitive field, cost-consciousness is an unavoidable fact of life. American Greetings Corporation found the answer in fifteen Dual-Liths (models 221 and 241). They are used for conventional offset printing, thermography, and spangle application, using inks, ink bases, or adhesives. Other Dual-Lith operations make use of type, rubber plates and Linotype slugs. Because of the enormous versatility and speed of these machines—

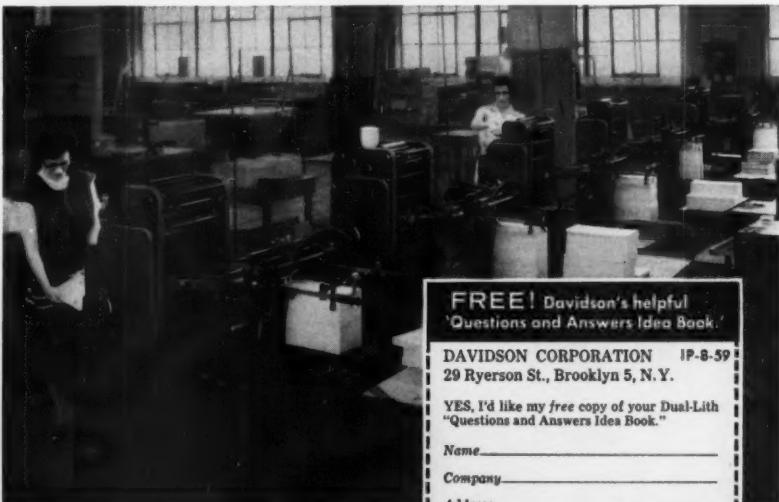
even short runs are economical and easy. A complete switch from offset to letterpress takes less than a half hour!"

Another thing: "Maintenance of these Dual-Liths is very low," says Al Prokupek, head of the press department. "Some of the Dual-Liths run on a 2-shift basis—with no breakdown problems!"

Small wonder why American Greetings is so sold on Dual-Lith. You will be, too, when you see it. Why not arrange to do just that? Just call your local Davidson Distributor—or drop us a note—today!



DAVIDSON CORPORATION  
29 Ryerson Street, Brooklyn 5, New York



Partial view of installation of 15 Dual-Liths at American Greetings Corporation.

FREE! Davidson's helpful  
'Questions and Answers Idea Book.'

DAVIDSON CORPORATION IP-8-59  
29 Ryerson St., Brooklyn 5, N.Y.

YES, I'd like my free copy of your Dual-Lith  
'Questions and Answers Idea Book.'

Name \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_

# Printing Industry of America Convention Sept. 7-11

(Concluded from page 83)

tional matters will be chaired by Matthew Kelly, secretary and director of industrial relations for the Printers League Section of the New York Employing Printers Association. Gerald A. Walsh, UES director of industrial relations, will speak on the subject, "A Close Look at the Current Union Proposals."

A joint industrial relations luncheon on Sept. 9, including members of both the Master Printers and the Union Employers

Sections will be addressed by Dr. Kenneth McFarland, educational consultant for the General Motors Corp. He will speak on "Manpower and Communication."

The closing session on Friday morning, Sept. 11, will be sponsored by the two industrial relations sections, which will present a program dealing with manpower, recruitment, and training. The session will be held at the New York School of Printing and will include a tour of the school.

Speakers will outline industry needs for skilled craftsmen in the years ahead and will provide case histories of local programs which have successfully dealt with these needs.

An extensive program of ladies' activities has been planned and will include a tour of the United Nations and a tea in the delegates dining room, a boat trip around Manhattan Island, a theater party, an interior decorating show at B. Altman and Co., and other events. The convention will also feature a Knickerbocker Ball in the Waldorf Astoria Ballroom on Sept. 10, as well as special meetings of the Ash Khan, Carnegie Alumni, Rebel Ambassadors, and similar groups.

## PIA Trade Binders to Meet in New York

The Trade Binders Section of Printing Industry of America will hold its annual fall meeting Sept. 4-7 at the Hotel Lexington in New York City. The theme of the program intended to help binders increase efficiency and productivity, is "Bindery Production and Equipment—What? When? Why?"

Section president Mortimer S. Sendor, Sendor Bindery of New York City, will chair the first session featuring talks on the latest machinery and production techniques. William Ginsburg of the Practical Bookbinding Co., and Harry Cowan, the Trade Bindery, both of New York City, will discuss flat sheet cutting and folding. Stitching and trimming is the topic assigned to Hector MacDonald, Bay State Bindery, Boston, and Al Richman, Standard Bookbinding Corp., New York City.

Robert A. Wunsch, Becktold Co., St. Louis, section vice-president, will preside at another session. Morris Goldman, H. K. Lasser & Co., New York City, will discuss bindery equipment purchasing, financing, and costing. Frank Myrick, editor of *Book Production* magazine, will preview bindery equipment to be displayed at the Seventh Educational Graphic Arts Exposition. Bindery materials, supplies, and machines

on view at the exhibition will be evaluated during an open forum scheduled for the final morning and chaired by section executive committeeman Joseph Paul.



Mortimer S. Sendor (left) of New York is president of the PIA Trade Binders Section; George Mattson, Washington, is the group's secretary

Dr. Neal Bowman of the National Association of Manufacturers will be the guest speaker at a luncheon on Sept. 5.

Registrants will participate in the opening of the exposition at the New York Coliseum. This ceremony will be held on the afternoon of Sept. 6.

The Binders Group of New York Employing Printers Association will sponsor an evening of entertainment in the Hawaiian Room of the Hotel Lexington.

## Research and Engineering Council Sets Seminar for New York Sept. 10

The Research and Engineering Council of the Graphic Arts Industry has scheduled a seminar on rotary relief printing with wrap-around plates for Sept. 10 at Sheraton-McAlpin Hotel, New York City. Robert Downie, Marathon Division of American Can Co., will serve as chairman.

Discussion starting at 10 a.m. and running not later than 4 p.m. will cover all systems with emphasis on their advantages and limitations. Inking mechanisms, roller components, plate specifications, and platemaking methods are due for review. Sample press sheets will be displayed.

No published report of the proceedings is planned. Reservations are being taken on a first come, first served basis. Per person fees, including luncheon, are \$8 for members and \$15 for others.

## American Evatype Moves

American Evatype Corp., manufacturer of rubber platemaking equipment, has moved to 750 Central Ave., Deerfield, Ill. With this move the company consolidates all of its operations on one level.

The new building for production of *Our Sunday Visitor*, Roman Catholic newspaper, has been begun in Huntington, Ind. It will be built of stone, brick, glass, and aluminum. Temperatures will be controlled by what is said to be the world's largest heat pump system, using 12 150-hp heat pumps. Offices and printing areas will be separated by a landscaped patio, 55 feet wide and 100 feet long. Equipment includes a 12-unit Goss Unitube Press equipped to print four colors and a Goss 1500 Unimac magazine press that can print over 2,000,000 digest-size pages in one hour. Building will be completed in about 18 months





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## 50% MORE FORM ROLLER AREA ON THE MIEHLE 25 OFFSET

With 50% more form roller area, the Miehle 25 is unmatched in its size for inking coverage and smooth, even distribution...factors which naturally mean finest quality.

Large form rollers of different diameters give the flexibility to run just about anything on the 25... heavy coverage forms...full 19 x 25" solids. No matter what the job you're always sure of consistent color fidelity.

And see how easy it is to maintain quality control.

Inking and dampening roller adjustments are *outside the press*...can be set *while running*. No valuable production time is lost.

See the 25 Offset perform. See its many "big press" quality features... pull-type side guides, true rolling cylinders, swing gripper sheet transfer, and many more. See for yourself why so many printers are installing the Miehle 25 to do a wider range of work.

Call or write for complete information today!

**THE MIEHLE COMPANY**  
A DIVISION OF MIEHLE-GOSS-DEXTER, INC.  
CHICAGO 8, ILLINOIS



*Investigate all three Miehle Job Offset Presses: The 25...19½ x 25"—7500/hr./The 29...23 x 29"—7000/hr./The 36...23 x 36"—6500/hr.*

## Waste Paper Utilization Council Issues Bulletin on Activities

The Waste Paper Utilization Council, headed by D. W. Bergstrom, vice-president of Bergstrom Paper Co., has issued a bulletin telling why and how it works to improve the quality of waste paper as raw material for use in paper production. Past achievements are reviewed, and the council's three-fold goal is stated as follows:

Development of trouble-free products to replace objectionable materials; elimination from waste paper of those materials that cannot be made trouble-free; development of paper mill methods for removing undesirable materials.

Council manager is Ralph W. Kumler, 122 E. 42nd St., New York 17.



Directors of the Printing Industry of the Twin Cities, Inc. (Minneapolis-St. Paul) recently elected officers to head the association for one year. Shown from left to right are William T. Coulter, president of the Bruce Publishing Co., president; Felton Colwell, president of the Colwell Press, first vice-president; Robert Crepeau, president of the Ramaley Printing Co., second vice-president; Roy Stuart, Bureau of Engraving, Inc., secretary; Dudley Kobe of the Midwest Printing Co., treasurer, and outgoing president Harold L. Holden, president of Holden Printing and Holden Business Forms. Managing director of the association is William H. Gary with offices at 2645 University Ave., St. Paul

Hammond

**SLUG SAW Glider**

FAMOUS *Glider* SPEED AND ACCURACY  
WITH *Glider* FLEXIBLE PORTABILITY

Modern production requires the Hammond SlugSaw Glider for the maximum in sawing efficiency. Now you can have the famous Glider speed and accuracy with flexible portability in the Hammond SlugSaw Glider. By placing the SlugSaw Glider in the most advantageous point in the composing room you eliminate unnecessary steps and waiting to use a saw.

Write for complete information.

*Hammond Machinery Builders*  
1616 DOUGLAS AVENUE • KALAMAZOO MICHIGAN

## Wausau Paper Mills Co. Names Two to New Jobs

The directors of the Wausau Paper Mills Co. of Brokaw, Wis., have elected William V. Arvold, Jr., vice-president in charge of manufacturing. The company also announced that John J. M. Larson has been appointed advertising and sales promotion manager.



W. V. Arvold, Jr.



John J. M. Larson

Mr. Arvold joined the firm in 1953 as technical director and was promoted to mill manager in 1957. He had previously been associated with the Marathon Corp., central research in Rothschild, Wis., and with the Standard Oil Co. of New Jersey as a process engineer at the Baton Rouge, La., refinery.

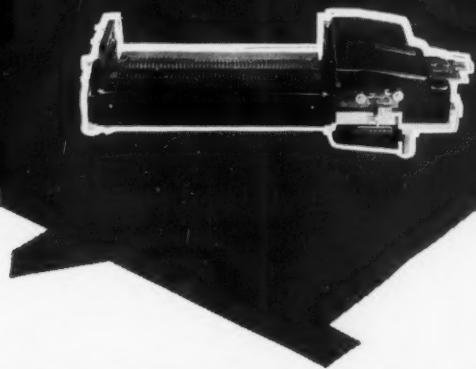
Mr. Larson, who is assuming the responsibilities of a newly-created position, is in charge of establishing an advertising department at Brokaw. He will oversee the creation, direction, and distribution of all the firm's promotional materials.

Before joining Wausau Paper Mills Co., Mr. Larson was with the Crystal Tissue Co. and Kimberly-Clark Corp. He has been in the paper industry since 1939.

## Canadian Forms Companies Merge

R. L. Crain, Ltd., Ottawa, Canada, business forms company and an associate of the Standard Register Co., Dayton, Ohio, has merged with Business Systems, Ltd., Toronto. The new firm, known as Crain Business Systems, will continue as an associate of the Standard Register Co.

# Twice the type at less cost with TTS®



## Teletypesetter® in commercial shops doubles output of linecasting machines

With the Fairchild Teletypesetter added to your present linecasting machines, type production goes up 100% or more, with no increase in operating cost. You get more from your equipment investment because your linecasting machines run automatically and continuously at their top capacity. Peaks and valleys of stop-and-go manual operation are leveled.

TTS equipment includes Perforator Unit for punching tape copy in justified lines, and compact Operating Unit (which does not interfere with manual operation) attached to linecasting machine.

**Store tape instead of type — and save!** For use on reruns, you can store TTS perforated tape instead of metal, and slash your investment in metal inventories. Tape costs less, is lighter, easier to handle, and needs far less space. For example, 200 pounds of tape can be stored in a 6-cubic-foot space, yet are equivalent to 84,000 pounds of type metal requiring 150 cubic feet of storage space!

**Automate with Teletypesetter — and save!** Automatic linecasting with TTS saves you money when you're setting type for:

Books of all kinds  
Magazines  
Business directories  
Rate and data guides  
Pocket-size editions  
Legal briefs  
Personalized checks

Voter registration lists  
Telephone directories  
Christmas card imprints  
School yearbooks  
House organs  
Pencil imprints  
Labels  
... and many others!

Get the full story. Mail coupon today for 24-page descriptive booklet, "More Type in Less Time."

**Fairchild Graphic Equipment, Dept. 13**

**Fairchild Drive, Plainview, Long Island, N. Y.**

**Please send me free copy of "More Type in Less Time."**

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**FAIRCHILD** GRAPHIC EQUIPMENT  
Division of Fairchild Camera and Instrument Corp.  
**TELETYPESETTER**

District Offices: Eastchester, N. Y.; Atlanta, Ga.;  
Chicago, Ill.; Los Angeles, Cal.; Toronto, Ont.

## Tenth TAPPI Testing Conference To Be Held in Portland, Ore.

C. M. Walseth, Weyerhaeuser Timber Co., Cosomopolis, Wash., will be the general chairman of the Tenth Testing Conference sponsored by the Technical Association of the Pulp and Paper Industry to be held Aug. 17-21 at the Multnomah Hotel, Portland, Ore.

The program arranged by S. M. Chapman, Pulp and Paper Research Institute of Canada, calls for 11 technical papers and a panel discussion on pulp evaluation. "Testing Papers Containing Fluorescent Brighteners" is the topic assigned to Eastman Kodak's J. M. Patek, whose pa-

per will be read by Dr. Richard Hunter.

G. L. Larocque, *New York News*, will discuss printability of newsprint. M. W. Westgate, Gardner Laboratories, Bethesda, Md., will tell how instruments are used to measure color and the differences between colors.

There also will be joint sessions with TAPPI's Pacific Section, which is celebrating its 30th anniversary.

### Named Aigner Co. President

At the 50th anniversary celebration of the G. J. Aigner Co., index manufacturers, founder George J. Aigner turned the presidency over to his son Alwin C. Aigner. George Aigner will continue as chairman.

## ECGAI Scholarship Trust Fund Program Expanding

Expansion of the National Scholarship Trust Fund program has been announced by the Education Council of the Graphic Arts Industry.

One major policy change calls for basing next year's awards on financial need. Another new feature is provision for upperclassmen scholarships and graduate fellowships for study in the fields of management, science, engineering and graphic arts teaching. A campaign to obtain funds for that purpose is planned.

This program will expand a special group of scholarships awarded during the past three years to printing teachers for taking summer school courses. Funds for 35 such scholarships came from Elmer G. Voigt, president-emeritus of the council and former board chairman of Western Printing and Lithographing Co., Racine, Wis.

Scholarships were awarded to 18 students during the past two years. At least nine grants will go to high school seniors entering college in the fall of 1960. Oct. 20-24 this year is the time set for applicants to take the Preliminary Scholastic Aptitude Test of the College Entrance Examination Board. They must submit a special application to the National Scholarship Trust Fund not later than Nov. 20.

Finalists chosen on the basis of the preliminary test will take the College Entrance Examination Board tests and be interviewed by printers in their communities. Award winners will be named by a committee of educators selected by the Educational Testing Service of Princeton, N.J.

Application forms are available from Harold D. Ross, chairman of the National Scholarship Trust Fund for the Printing and Publishing Industry, in care of the Education Council of the Graphic Arts Industry, 5728 Connecticut Ave., N.W., Washington 15, D.C.

### New Printing Buyers Bimonthly Magazine Scheduled for September

The first issue of a new bimonthly magazine for printing buyers in the Chicago area is scheduled for September. Known as the *Graphic Arts Buyer of Chicagoland*, it will be published by Richard G. Milford and Associates, Chicago.

The magazine's circulation will be controlled to more than 6,000 printing buyers and will be directed to printing planners in advertising agencies, publishing organizations, and advertising departments of large industrial firms.

According to the publisher, the magazine will furnish news and feature stories on suppliers of services and materials to Chicago printing buyers. It will also try to gain recognition of the printing buyer as an increasingly important specialist.

**POOR GRANDMA** never dreamed  
that one day typists would make a  
dozen clean, sharp carbon copies with no more  
effort than she used on one.  
Poor grandma . . . what she wouldn't have given for  
**Millers Falls Onion Skin**  
available in colors and finishes for every business need.

MILLERS FALLS PAPER COMPANY • MILLERS FALLS, MASS.  
MANUFACTURER OF OLD DEERFIELD BOND, GIBRALTAR ONION SKIN, MILLERS FALLS BOND  
AND ONION SKIN, EZERASE BOND AND ONION SKIN, MILLERS FALLS OPAQUE PARCHMENT

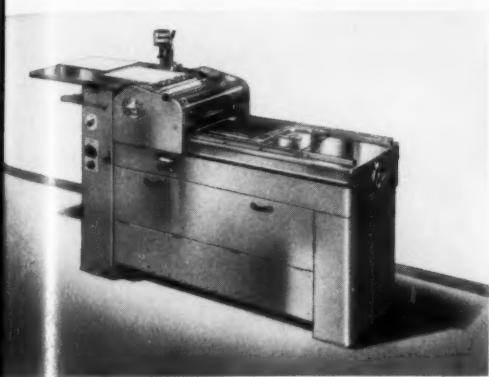
# ALL NEW FROM VANDERCOOK

New Vandercook equipment will be demonstrated at the 7th Educational Graphic Arts Exposition September 6 to 12 at the Coliseum in New York City. We're celebrating our 50th Year by bringing out greatly improved machines. Several of these new designs are priced substantially lower than the models they replace.

## 3 SIZES OF VANDERCOOK UNIVERSAL TEST PRESSES!

*Vandercook Universal I for 15" x 24" sheet • Vandercook Universal III for 18 $\frac{3}{4}$ " x 28" sheet  
Vandercook Universal IV for 32 $\frac{7}{8}$ " x 29 $\frac{1}{2}$ " sheet*

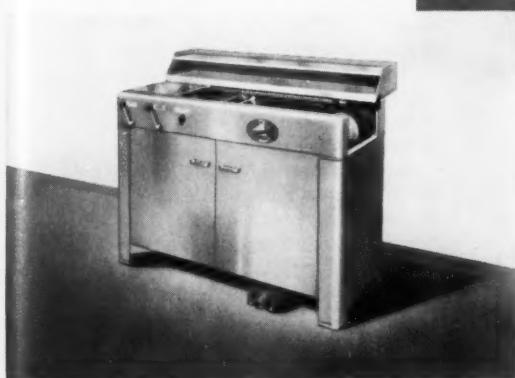
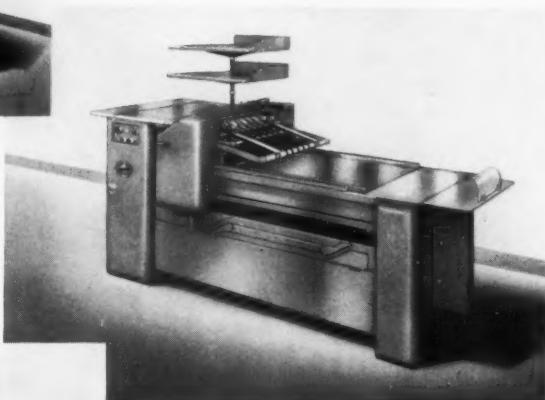
On the left is the Vandercook Universal I. All three of these new test presses are available with a plastic covered power operated inking system and automatic washup . . . power operated impression cylinder with speeds up to 800 proofs per hour . . . adjustable bed with the same accuracy as a fixed bed . . . automatic sheet delivery . . . automatic frisket . . . automatic ink feed direct from standard ink can.



### VANDERCOOK 13-28 GALLEY SAFE ELECTRIC PROOF PRESS

*Sheet Size 13" x 28"*

Shown below. Features safety stop with electric brake . . . electric starting clutch . . . prints single unsupported slug without knocking it over . . . semi-automatic ink feed . . . automatic washup.



### VANDERCOOK 25-38 OFFSET PROOF PRESS

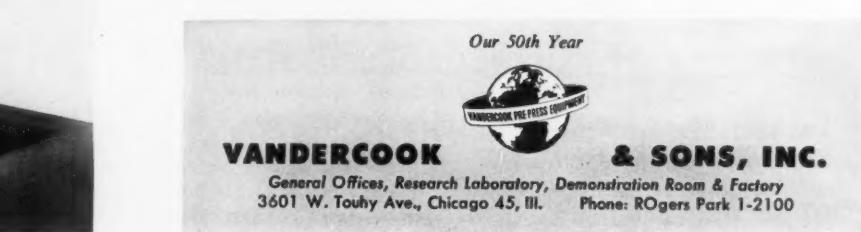
Completely power operated . . . dampens, inks and prints in the same cycle as production presses . . . electronic water control . . . length of print control . . . vacuum plate beds.



### VANDERCOOK 30-26 DOUBLE 4-COLOR TEST PRESS

*Sheet Size 30 $\frac{1}{2}$ " x 29"*

Eight colors in three seconds! Will prove two sets of 4-color originals or electros up to 13 $\frac{1}{2}$ " x 25 $\frac{1}{2}$ " . . . automatic sheet delivery . . . automatic frisket . . . automatic washup . . . safety stop.



# Many Conventions Set for Exposition Week

(Continued from page 85)  
entries in the Typographic Design Contest for Apprentices and the Self-Advertising Contest will be presented, and all entries will be on display.

Members of the Typographers Association of New York will serve as entertainment hosts. There will be special events for wives and families of registrants.

ITCA has invited nonmembers to attend convention sessions. Registration information may be obtained from headquarters, located at 1015 Chestnut St., Philadelphia.

## Advertising Typographers Will Convene Sept. 9-12

Advertising Typographers of America's 33rd annual convention will run its Sept. 9-12 course at Hotel Plaza, New York City, with a directors' meeting set for Sept. 8. The program includes consideration of a project for issuing a new edition of the ATA Handbook; study of administrative matters, new equipment, and production methods; a dinner-dance; a sightseeing boat ride around Manhattan Island; presentation of awards for winning entries in the Third Typographic Design Competition; election of officers and directors.

Officers rounding out two-year terms are Harvey Willens, George Willens & Co., Detroit, president; Anthony Perrusi, Advertising Agencies Service Co., New York City, vice-president; Alfred Applebaum, Artintype, Inc., New York City, treasurer. Walter A. Dew, Jr., is executive secretary. Three directors will be named to serve on the nine-man board.

## International Printers Supply Salesmen's Guild Meets Sept. 4-5

Leaders in the supply and publication branches of the industry will serve as moderators for a club management clinic that will highlight the annual convention of the International Printers Supply Salesmen's Guild Sept. 4-5 at Hotel Statler in New York. Subjects and moderators are as follows:

"How to Build Guild Membership," John E. Eddy, Miehle Co., division of Miehle-Goss-Dexter, Inc., and Edwin F. Zimmer, Zimmer Printers Supply Co. "How to Build Attendance," Roy H. Sandvik, Oxy-Dryer Sprayer Corp., and James Lawless, Printing Machinery Co. "Meetings and How to Plan Them," William C. Herbert, Herbert Products, Inc., and Herbert Mitchell, *Graphic Arts Monthly*. "Finances," Gustav Reischl, Ideal Roller and Manufacturing Co. "Publicity," Leo H. Joachim, *Printing News*, Francis J. Tominey, *New England Printer and Lithogra-*

*pber*, and Thomas Walden, Jr., *Printing Magazine*.

Scheduled to follow the clinic on the first morning is a luncheon, an afternoon meeting of the board of directors, and an evening around-Manhattan boat tour for guilders and their ladies. The annual general membership meeting is timed for the next morning.



William Gary (left) is secretary of the Graphic Arts Association Executives. Herbert Livesey (right) is president. Vice-president is Burdette Yeo. GAAE meeting is set for New York Sept. 4-5



## Graphic Arts Executives To Meet in NYC Sept. 4-5

The program for Graphic Arts Association Executives' annual meeting Sept. 4-5 at Hotel Plaza, New York City, calls for three sessions, a luncheon, and a banquet featuring installation of officers. Serving on the planning committee are GAAE's president, Herbert Livesey, who is secretary of the National Association of Printing Ink Makers; Felix R. Tyroler, managing director, Mail Advertising Service Association of New York, and Don H. Taylor, president, New York Employing Printers Association.

On the speakers' list are Roscoe Edlund, president, American Society of Association Executives; Henry Henneberg, general manager, Printing Industries Association of Los Angeles, and Matthew A. Kelly, industrial relations and personnel service director of NYEPA.

Walter E. Soderstrom, executive vice-president, National Association of Photo-Lithographers, will moderate panel discussion of "Short Cuts for Trade Association Executives."

## Photoengravers Display Proofs

Photoengravers Board of Trade of New York will sponsor an exhibit at the New York School of Printing Sept. 6-12 while the Seventh Educational Graphic Arts Exposition is running its course at the Coliseum. On view will be engravers' proofs from 45 member plants selected by a panel of judges to show outstanding black and white and multicolor photoengravings made for all uses of letterpress.

## LPNA Bank Stationers Fall Meeting Sept. 8-9

The fall meeting of the Bank Stationers Section of the Lithographers and Printers National Association has been set for Sept. 8-9 at the Warwick Hotel in New York City. It is planned to coincide with the Seventh International Graphic Arts Exposition to be held that week at the Coliseum, according to convention chairman Edward A. Robinson of the J. C. Hall Co., Pawtucket, R. I.

In these transitional days for the nation's bank stationers who are converting their check production to new automated methods, the meeting is expected to attract a record turnout of close to 100 bank stationers from all parts of the country.

The conference, which will include two special luncheons, will be sparked by speakers covering a variety of topics.

There will be authoritative discussions of paper specifications for encoded checks.

## National Printing Equipment Assn. 26th Annual Meeting Sept. 9-10

The 26th annual meeting of the National Printing Equipment Association is scheduled for Sept. 9-10 at the Waldorf-Astoria Hotel in New York City. The board of directors will meet on the first afternoon. Members in annual session on the next morning, preceding a luncheon featuring a guest speaker, will name successors to the following directors whose terms are expiring:

Lee Augustine of Printing Machinery Co.; John E. Eddy, Miehle Co., division of Miehle-Goss-Dexter, Inc.; J. W. Kirkpatrick, Chandler & Price Co.; Fred S. Tipson, T. W. & C. B. Sheridan Co., Inc., and William G. Young, Miller Printing Machinery Co.

Officers to serve through the 1959-60 year will be elected by the 15-man board of directors. Current officers are Martin M. Reed, Harris-Intertype Corp., president; James W. Coultrap, Miehle Co., vice-president; William W. Fisher, Jr., American Type Founders Co., treasurer, and James E. Bennet, secretary.

## GET to Convene in New York

Gamma Epsilon Tau, national graphic arts honor fraternity, will hold its annual convention on Sept. 8 at Columbia University, New York City. Delegates will come from chapters at New York City Community College of Applied Arts and Sciences; Carnegie Institute of Technology, Pittsburgh; Rochester (N.Y.) Institute of Technology; Ryerson Institute of Technology, Toronto, Canada; Santa Barbara (Calif.) College, and Harbor Junior College, Los Angeles.

# Through all kinds of weather.... new TRO-MARK adhesive papers stay **FLAT!**



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Trojan TRO-MARK  
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## New TRO-MARK gives you trouble-free storage . . . More perfect press sheets per hour on any equipment

Here are the facts about TRO-MARK, the amazing new adhesive paper. You can count on it to lie perfectly flat in storage, on the press . . . before and after printing. Actually, TRO-MARK feeds, prints, delivers, jogs, perforates and die-cuts just as if it had no adhesive at all!

The clarity and sharpness you can get when you print on TRO-MARK are truly remarkable! Use this new adhesive paper for any kind of printing . . . letterpress, offset, or multilith on the ungummed side . . . even print the gummed side by letterpress if desired. You'll get more perfect press sheets per hour on *any equipment!*

It all adds up to more production advantages than with any adhesive label paper you ever used before. Try TRO-MARK yourself and see!

### LOOK AT THESE TOP ADVANTAGES OF TRO-MARK\*

• **Better Printing Surface** because the adhesive is neither broken nor stack calendered. You get excellent reproduction using less ink than with other stocks.

• **Trouble-Free in Storage** TRO-MARK stays flat, will not curl or block under a wide range of temperature and humidity variations.

• **Allows Longer Press Runs** TRO-MARK stores beautifully after printing, allowing you to run larger quantities of labels without fear of in-storage spoilage.

• **More Perfect Sheets Per Hour** on all types of printing equipment because TRO-MARK stays flat even under multiple press run.

\*"TRO-MARK" licensed under Patent #2793966

**The Gummed Products Company**  
Troy, Ohio • A Division of St. Regis Paper Company

Top-Notch Quality  
New YORK MARK

More beauty, more lasting wear, more value.  
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100% Wool, 100% Quality.

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The Woolmark Corporation of America, Inc. and its licensees.

## NPTA President Resigns Post; Acting Head Named

King Wilkin, recently elected Crown Zellerbach Corp. vice-president in charge of marketing, has resigned from the presidency of the National Paper Trade Association. After becoming aware of the impending change in his business position, he decided that his resignation would serve the best interests of the association.

The executive committee will recommend that Mr. Wilkin's resignation be accepted at the association's semi-annual meeting Sept. 13-16 in Chicago's Conrad Hilton Hotel. Until that time senior vice-president Floyd H. Blackman, Stone & Forsythe Co., Cambridge, Mass., is serving as acting president.

The theme for the Fine Paper Division meeting on Sept. 6, as announced by William F. Obear, Sr., will be "The Three R's." He described the program as new and different, and forecast considerable audience participation. While not going into detail, he indicated that these subjects will be discussed: "Your L. R. Is Showing," "Improving Your M. R.," and "How Is Your C. R.?"

Due to appear on this program are Max Clampitt, president, Clampitt Paper Co., Dallas; John H. Doesburg, Jr., Chicago attorney, and J. L. O'Connell, general sales manager for fine papers, Blake, Moffit & Towne, San Francisco.

Another program will be tailored to serve the interests of members of the Wrapping Paper Division. Acting vice-president of this division, appointed by Mr. Blackman, is Gardiner Young, co-founder and president of Bancroft Paper Co., Monroe, La.

### Robert O. Law Co. of Chicago Acquires Veritone Co. Interest

The Robert O. Law Co., Chicago book manufacturers, has acquired a substantial interest in the Veritone Co., lithographic house in that city. This step was taken to stimulate the growth of both companies by adding Veritone's color and black and white facilities to Law's letterpress and bookbinding services, according to Robert R. Stafford, president and treasurer of the Law company. Robert O. Law Co., founded in 1899, operates two Chicago area plants.

Veritone is continuing operations as an independent concern serving its own and Law's customers. The company has been serving the book market as well as the color advertising field. Expansion plans include setting up a web offset department in Melrose Park, Ill. A press for that purpose is being built in Philadelphia.

Mr. Stafford has been named treasurer of the Veritone Co., whose president, Vernon K. Evans, and vice-president, James A. Collins, are serving with him on the board of directors.

### Orville Dutro Resigns; to Handle Marketing of New Tandemer Press

Orville Dutro has resigned as president of Orville Dutro & Son, Inc., Los Angeles, in order to handle the independent marketing of a new type of press which he is developing for use in the graphic arts industry.

Mr. Dutro says his new Tandemer press will introduce a fresh concept in the method of producing printing, and will bring to the smallest shops equipment for the production of almost every type of printing on a high production basis.

Mr. Dutro claims the press will handle runs from 100 to 1,000,000 on a competitive basis. It utilizes a small plate, operates at high speed, and requires little floor space, he said.

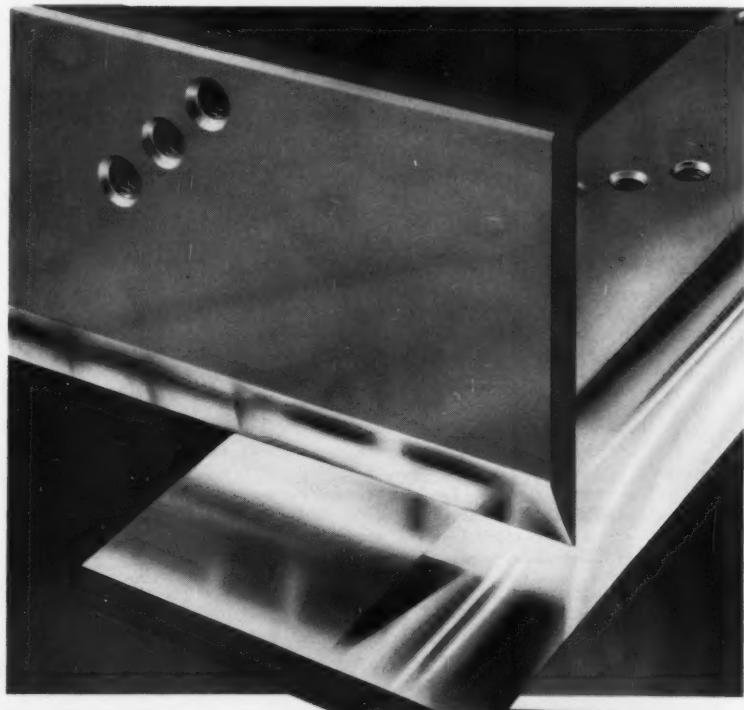
It is planned that the machine will be built on a production basis, and tooling-up operations are now under way with deliveries expected in November.

Pending completion of permanent offices, quarters have been set up by the Tandemer Corp. in the W. M. Garland Building, Los Angeles.

### University Printing Co., Seattle, Buys American Printing & Litho

Two of Seattle's oldest printing establishments merged recently when University Printing Co., founded in 1916, purchased American Printing & Lithograph Co., begun in 1914.

Perry Acker, who had been head of American Printing & Lithograph Co., has not announced his plans for the future.



### Announcing the All-New "SI-NAMIC"

**...the Finest of them all!**

Simonds new "SI-NAMIC" Paper Knife . . . a premium quality knife at regular price . . .

**VIRTUALLY ELIMINATES DRAG** — provides mark-free cuts with no glaze because the cutting edge is far keener and stays sharp longer.

**MATERIALLY REDUCES DUST** — new process finish produces a super-sharp edge that cuts clean and powder-free.

**ACTUALLY STAYS SHARP UP TO 100% LONGER** — new steel and new finish combine to resist wear as never before thought possible . . . provide up to twice the cutting between grinds . . . insure continued un-matched sharpness grind after grind!

Get delivery NOW from your printing supply house or your nearby Simonds Distributor.

**SIMONDS**  
SAW AND STEEL CO.  
FITCHBURG, MASS.

**NEW STEEL:** made from a new "mix" that contains more edge-holding alloy, that is more wear resistant and lasts longer.

**NEW PACKAGING:** new design with steel reinforced ends prevents splintering and injured fingers . . . insures life-long knife protection.

Factory Branches in Boston, Chicago, Shreveport, La., San Francisco and Portland, Ore. Canadian Factory in Montreal, Que.

## Offset Questions-Answers

(Concluded from page 93)

paper around a straight stick of wood or a carpenter's level. Sand down the patch, carefully holding the stick always in a horizontal position.

When the blanket cylinder is perfect, remount a brand new blanket, print it solid, and then print it lightly to the impression cylinder. Locate the size, and shape of the depression. Measure its depth and then proceed as on the other cylinder.

When mounting a new blanket to the bars, always bow one line of holes so that the two ends of the line bend inward to-

ward the blanket. This pulls the sides of the blanket tighter and prevents a low spot in the center.

### Fox River Paper Corp. Begins New Printers Service Bureau

A new staff division called the printers service bureau has been established by the Fox River Paper Corp., Appleton, Wis. The bureau will supply printers and lithographers with information on any new processes, equipment, and methods, as well as suggested sales aids, technical bulletins, and recommendations for design improvements on stationery for houses that request them.

## Save 50 Minutes Of Every Hour Exposure Time

with  
*Strong* AUTOMATIC  
HIGH INTENSITY ARC  
PRINTING LAMPS



### TRI-POWER THREE PHASE PRINTING LAMP

for use with printing frames 50" by 70" and larger. Radically different. Three carbons produce a single light source three times as powerful as the Grafarc 140 Ampere Lamp, or six times as powerful as most printing lamps. Permits accurate compensation for line voltage changes. Finger-tip control automatically separates carbon holders to full expanded length for inserting new trim. Clutch and manual return eliminated. Long life glass-insulated transformers. Exhaust blower. 360-degree rotation.



\*Sufficient intensity to punch through dense Kodachromes. Only motor driven arcs maintain light level constant. Illumination variables entirely eliminated. Constant color temperatures. Accurate control of densities, regardless of line voltage variations.

\*Scientifically precision engineered reflectors on Strong Printing and Camera Lamps assure extreme uniformity of light coverage on your work area. Exclusive with Strong.



\*Strong Printing Lamps guarantee sharper reproduction. Dot under-cutting eliminated. Overhead models. Burn in normal position, avoiding smoking of reflector and deposit of ash on surfaces in light path. Models for Rutherford and Monotype Huebner photo composing machines assure precise control of intensity for accurate repeats.

USE THEM FOR 30 DAYS  
WITHOUT OBLIGATION TO BUY!

Arrange for free demonstration now!

THE STRONG ELECTRIC CORPORATION

A SUBSIDIARY OF GENERAL PRECISION EQUIPMENT CORPORATION Toledo 1, Ohio



*Strong*



Press proofs of "Huckleberry Finn," Harris-Intertype's new "map-of-a-book" calendar for 1960, are being checked in the Brown & Bigelow offset pressroom by Jack Woodside (right) of Fuller & Smith & Ross, Cleveland, Harris-Intertype's advertising agency, and Clarence Tessling of Brown & Bigelow. Behind them is the Harris 42x58-inch two-color press that ran the job. Each year Harris-Intertype puts out a calendar that features an illustration painted by Everett Henry that relates to a boyhood book

### Heads Buffalo Craftsmen

Glenn E. Begert of Cheektowaga, N.Y., is the new president of the Buffalo Club of Printing House Craftsmen. He was named at the annual outing and election of officers at Walker's Grove, Williamsville, N.Y.

Mr. Begert is plant superintendent for the Pollack Printing Corp., Buffalo. He had previously been associated with the Besig Lithograph Co. also in Buffalo, where he began work in 1931. Other officers are Robert J. Zeis and Walter S. Schmidt, vice-presidents; Arthur Wakefield, treasurer; William J. Pleger, financial secretary, and Eugene H. Wink, recording secretary.



Glenn E. Begert

### Plans "Printing for Fun" Show

American Institute of Graphic Arts has set this fall as the time for adding a "Printing for Fun" show to its list of exhibitions. Cochairing the planning committee is RCA Victor Records art director Robert M. Jones, who has spare-time fun operating his Glad Hand Press. Since he established his private press in 1953, he has turned out more than 400 just-for-the-fun-of-it jobs. One hundred specimens were displayed last month at Gallery 303 in Composing Room plant, New York.

### BFI Fall Meeting Sept. 21-23

The fall outing meeting of the Business Forms Institute will begin on Sept. 21 for three days at Skytop Lodge, Skytop, Pa.



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have  
CONFIDENCE  
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Faster, trouble-free feed on press. A grade and finish for every need. There is nothing finer for offset lithography or letterpress printing.

LITHO COATED, PROCESS COATED, CAST COATED, PLATED,  
ENGLISH FINISH, SUPER CALENDERED, COLORED MEDIUMS,  
LAB-DEVELOPED GRADES FOR SPECIFIC REQUIREMENTS

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178 G

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## Curlproof<sup>®</sup>

GUMMED LABEL PAPER

The gumming on this line is based on a Completely New Process. The unique quality of the adhesive to expand and contract at the same rate as the paper to which it is applied eliminates curl. Our sample book gives the complete story. Ask for it.

## 20th National Newspaper Week Will Feature Freedom Theme

National Newspaper Week, sponsored for the 20th year by Newspaper Association Managers, Inc., is scheduled for Oct. 15-21. "Your Newspaper — Freedom's Textbook," is the theme portrayed on an emblem showing an open textbook and a hand bearing a newspaper in the form of a freedom torch. It was designed by Nick Ruggieri, *Harrisburg (Pa.) Patriot News*.

Neal Gordon, Metro Associated Services, Inc., is in England developing plans for newspapers in that country to participate in the celebration. Fact sheets and

other information are available from G. Richard Dew, Pennsylvania Newspaper Publishers Association, 2717 N. Front St., Harrisburg, Pa.

### Tobias Heads Macbeth Research

Philip E. Tobias, president of the Technical Association of the Graphic Arts, has been retained by the Macbeth Arc Lamp Co., Philadelphia, as a consultant. He will direct the company's expanded graphic arts research and development program. During his 20 years in the graphic arts field, Mr. Tobias, an engineer, designer, and inventor, has been associated with a number of research and technical groups.



## OUTSTANDING FOR USEFULNESS!

A reproduction of a broadside printed on 12 pound ALPENOPAKE is shown above. The complete colorful broadside will be sent to you on request . . . to provide you with a press demonstration of this versatile, opaque sheet that is capable of fulfilling the functions of heavier weight papers. ALPENOPAKE is practical for promotion pieces, prospectuses, books, catalogs, brochures, folders and office forms of all kinds. It handles easily and is available in brilliant white and six bright colors: Blue, Buff, Pink, Canary, Green and Goldenrod.

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**ALPENA HI-BULK OFFSET**  
**ALPENA MANIFOLD**  
**ALPENA MIMEO**  
**ALPENA REGISTER BOND**  
**FLECKOPAKE**  
**FLETCHER MANIFOLD**

## PIP Exploring Proposal For Graphic Arts Center

Printing Industries of Philadelphia, Inc. and the Philadelphia Industrial Development Corp. are exploring a proposal to build a graphic arts center in that city. PIP's long-range planning committee is conducting a survey to determine current and future printing and publishing space requirements, location, rental costs, and special facilities needed for the center.

"The industry has expressed great interest in this project," said John W. Seybold, PIP industrial relations director. "Some of our members doubt whether the cost could be kept within reasonable limits. About 25% of the city's printing and publishing firms recognize the need for relocating their plants."

PIDC executive vice-president Richard Graves pointed out that the city's redevelopment projects would force a considerable number of firms to relocate. Many would benefit economically by moving into a graphic arts center, he said, but large companies with modern buildings and equipment would probably remain in their present locations.

Technical groups, banks, and other financial institutions are being contacted to determine whether the industry could support the project. Selection of a site would be a matter for the industry to decide.

Joseph Schwartz, Westcott & Thomson, Inc., is chairman of PIP's survey committee. Serving with him are C. Howard Thomas, National Publishing Co., Inc., and Maurice Segal, former president of Edward Stern & Co.

### Heads New Harris Division

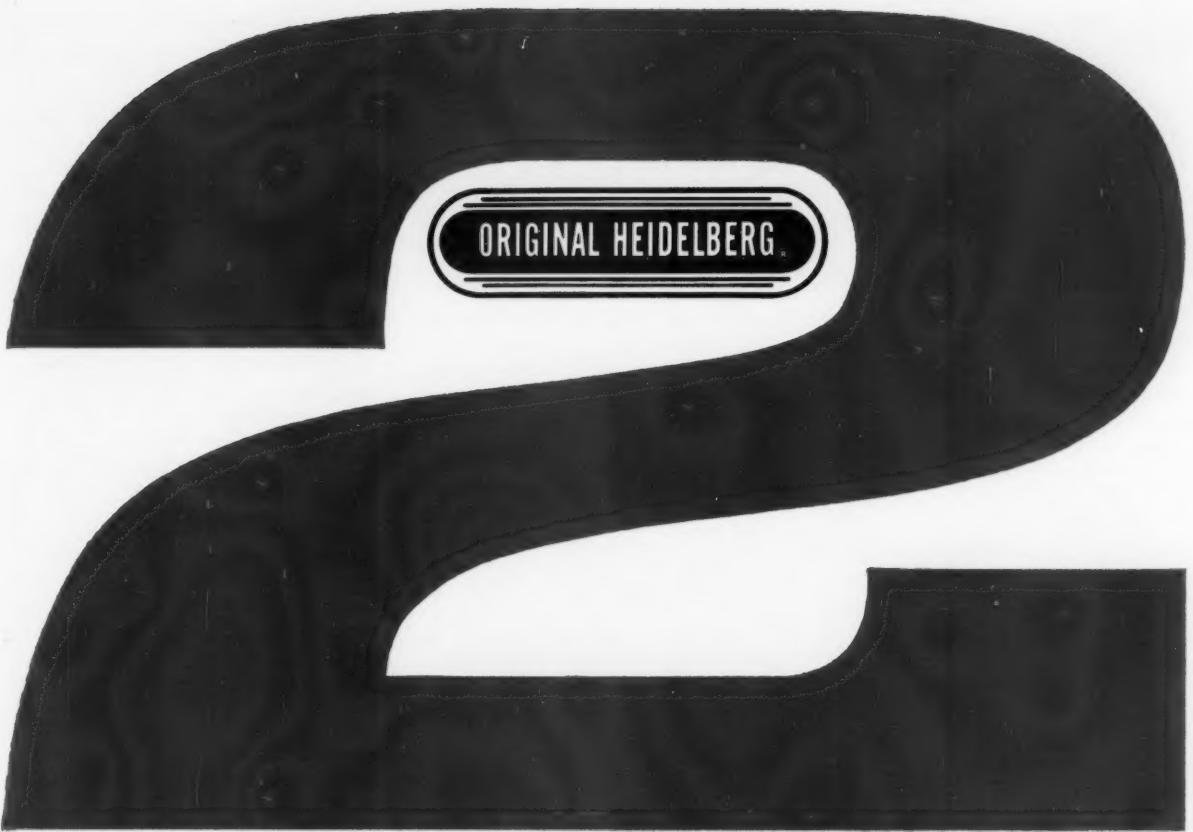
Nelson O. Scourfield has been appointed vice-president in charge of the Dayton division of Harris-Seybold Co., a division of Harris-Intertype Corp., Cleveland. Mr. Scourfield, who for 15 years has been manager of the company's Dayton plant, will assume greater responsibility for sales, service, and development of products made in Dayton, according to the company. These products include small Harris presses and the complete line of Seybold cutters. Mr. Scourfield has been with the firm for a total of 23 years.



N. O. Scourfield

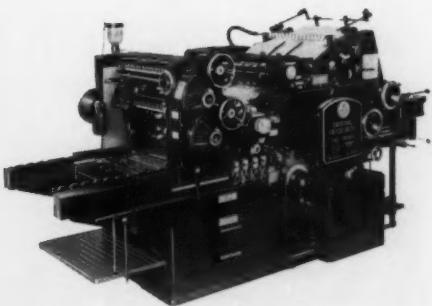
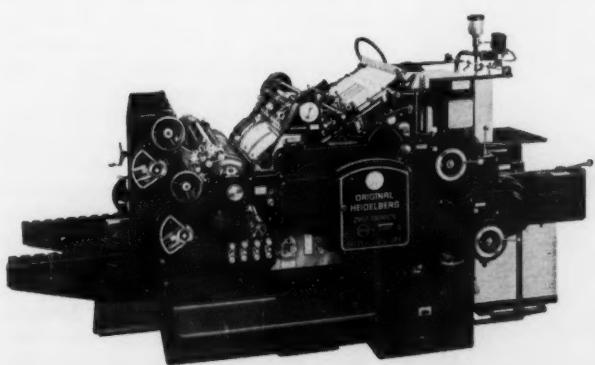
### Royal Zenith Press Courses

Royal Zenith Corp. has launched a series of two-week courses for press operators. Instruction supervised by Joseph Fishman, service department manager, will cover operation and maintenance of the Royal Zenith 30 single-color offset.



ORIGINAL HEIDELBERG

**TWO COLOR PRODUCTION IN  
SINGLE COLOR FLOOR SPACE  
FOR SLIGHTLY MORE THAN  
SINGLE COLOR PRICE !!**



NOW IN PRODUCTION FROM HEIDELBERG, A NEW CONCEPT IN TWO-COLOR JOB PRINTING PRESSES, ROTARY AND FLATBED COMBINED. 15 x 20½ AND 21 x 28 SHEET SIZES SEE THEM AT THE 7th EDUCATIONAL GRAPHIC ARTS EXPOSITION. NEW YORK, SEPT. 6-12

# PEOPLE IN THE NEWS

J. E. CLARK, sales representative for the Lawson Co., division of Miehle-Goss-Dexter, Inc., Chicago, has been named to represent MGD's other bindery division, the Dexter Co. Mr. Clark's territory includes upper New York state, western Pennsylvania, and northern West Virginia. He will continue to headquartered in Rochester, N.Y.



A. Gordon Ruiter



J. E. Clark

A. GORDON RUITER has been named vice-president in charge of technical sales services for the Bright Litho Corp., New York City. Mr. Ruiter, formerly superintendent of the printing division of Forbes Lithograph Manufacturing Co., Boston, is past president of the International Association of Printing House Craftsmen. He served five years on the executive board of the Printing House Craftsmen of New York, Inc., and is also past president of the Hub Craftsmen in Boston.

JOHN H. GLAVIN and RONALD G. HADINGHAM have been appointed as assistants to the president in new departments at Haloid Xerox Inc., Rochester, N.Y. Mr. Glavin will guide long range research and development objectives and coordinate short range new product programs. Mr. Hadingham is assistant for overseas relations and market research.

PHIL ELLSWORTH has joined the executive staff of Typecraft, Inc., Pasadena, Calif. EMER D. BATES, Typecraft president, will become chairman of the board and Mr. Ellsworth will take over the duties of president. Mr. Ellsworth formerly was associated with Stationers Corp. as manager of the printing division.

THOMAS J. BRENNEN, FRANK VAN ZANDT, and LOUIS ROSENTHAL, have been elected vice-presidents of the Powers Photoengraving Co., New York City. Mr. Brennan is vice-president in charge of sales. Mr. Van Zandt and Mr. Rosenthal are senior sales representatives in addition to their positions as vice-presidents.

AUBURN J. PERRY has been transferred from Oxford Paper Co.'s manufacturing department at Rumford, Me., to the northeast sales office in Boston.

FRANK PARKER has been named sales manager of the Premier Printing and Letter Service, Inc., Houston. He had been associated with the company prior to joining the Air Force during World War II.

RAY MCCLOSKEY has been named director of printing for *Seventeen* magazine by Triangle Publications, Inc., New York City.

The Rev. Mr. WARREN CASSELL, formerly director of printing for *Seventeen* magazine, New York City, has been ordained to the Episcopal priesthood. Associated with the graphic arts industry for almost 30 years, Mr. Cassell was presented for ordination by his son, the Rev. W. Michael Cassell.

DAVID W. FRACKELTON, president of the Chandler & Price Co., Cleveland, for the past 19 years, died June 24. He joined the company in 1913 as vice-president and treasurer, and was named president in 1940.

ROBERT R. ALEXANDER has been promoted to Cincinnati branch sales supervisor, printing products division, by the Minnesota Mining & Manufacturing Co., St. Paul, Minn. Associated with 3M since 1953, he formerly was a lithographic products sales representative in the New York City area.

HARRISON BERGIN, formerly connected with Dayton Rubber Co., has been appointed to the sales staff of the J. H. & G. B. Siebold Ink Co., New York City.

WALTER G. ARADER has been appointed president and chief executive officer of Edward Stern and Co., Inc., Philadelphia. Mr. Arader succeeds MAURICE SEGAL, who is retiring. The firm also announced that Mr. Arader has assumed financial control. LOUIS NEIBAUER was appointed

W. G. Arader



Louis Neibauer



to vice-president and sales manager, and HAROLD LESHER, the vice-president and treasurer, was named a director.

BRIANT W. PATTERSON has been promoted from production planning department manager to domestic sales administration manager by Mergenthaler Linotype Co., Brooklyn. WALTER B. PATTERSON, his father, retired after 20 years of service as a sales and advertising executive.

HERBERT S. FERGUSON, associated with American Type Founders Co. since 1910, announced his retirement at a small informal dinner held in his honor on June 22 in Philadelphia. Mr. Ferguson became associated with ATF in 1910 when he joined the Keystone Type Foundry which was absorbed a few years later by ATF. In 1923, he became assistant branch manager, and then branch manager of the ATF Philadelphia office, a position he has held until 1958 when he became director of sales and service.

CARL E. SWANSON has joined the executive staff of the McGill Graphic Arts Center, St. Paul, Minn. Mr. Swanson will direct research and development in exploring fields for new printing products and processes, procedures and controls. He will also serve as engineering advisor to the corporation.

STEN GRANE has been appointed manager of printing production of the Stationers Corp., Los Angeles. Mr. Grane has been associated with the firm for 23 years in the printing division.



Sten Grane



Frank J. Ferrari

FRANK J. FERRARI has been appointed New York district manager for the Ludlow Typograph Co., Chicago, Ill. Mr. Ferrari, formerly a sales representative for Ludlow, succeeds JAMES A. WESTHAVER.

GEORGE KENNEDY, RALPH COLEGROVE, and CLYDE CRAIG have been promoted by the Champion Paper and Fibre Co., Hamilton, Ohio. Mr. Kennedy, formerly manager of the firm's New York City district sales office, will become sales manager of printing papers. Mr. Colegrove, who has been manager of advertising and sales promotion, will go to New York as manager of the office there. Mr. Craig, formerly an assistant in the advertising and sales promotion department, succeeds Mr. Colegrove.

WALLACE P. MARSHALL, formerly New York area district sales manager, has been named New England district sales manager of the Eastern Fine Paper and

Pulp Division of the Standard Packaging Corp., Bangor, Me. Mr. Marshall will head up the sales efforts for Eastern fine business papers in all six New England states, with headquarters in Boston.

DONALD K. STEVENSON, JR., has been named assistant sales manager of the Falulah Paper Co., Fitchburg, Mass.



Harry Gross



Donald K. Stevenson

HARRY GROSS has been appointed sales manager for the New York City metropolitan area by RB&P Chemical and Supply, Inc., Milwaukee, Wis. Headquarters will be at the firm's newly opened sales office at 43-20 43rd Ave., Long Island City, N.Y.

ROBERT E. LEWIS, president of Sylvania Electric Products, Inc., has been elected to the board of directors of the Harris-Intertype Corp., Cleveland.

IRVING SIMMONS, has been appointed vice-president of the Polychrome Corp., Yonkers, N.Y. Associated with the lithographic printing ink industry for 20 years, Mr. Simmons was also named general manager of the firm's Chromatone Printing Ink Division, New York City.

KENNETH J. BROWN has been appointed administrative assistant to the president of the Amalgamated Lithographers of America. THEODORE BRANDT was elected international vice-president to fill the unexpired term of FRANCIS P. SLATER who was elected international president. KENNETH SCHAEFFER was named assistant to JACK WALLACE, director of organizing.

H. J. ZIEGLER, Philadelphia district manager, has joined the management staff of the advertising and sales promotion department of the S. D. Warren Co., Boston. CHARLES W. SCHMIDT, district manager in San Francisco, succeeds Mr. Ziegler. WILLIAM C. ANDERSON becomes San Francisco district manager, and STANLEY I. POLLARD has been transferred from Boston to assist with sales to book publishers in the New York area.

LOUIS CALDER, chairman of the board of Perkins-Goodwin Co., New York City, recently received the honorary degree of doctor of laws at the 55th commencement of the Western Michigan University, Kalamazoo, Mich.

RICHARD J. GAY has been appointed national chairman of the print production committee for the American Association of Advertising Agencies. Mr. Gay is vice-president in charge of print production

and traffic for Ted Bates & Co., Inc., New York City.

JOHN C. ELDREDGE has been named manager of sales development for Thermogrip hot melt adhesives and applicators by the United Shoe Machinery Corp., Boston. The firm also appointed WILLIAM J. BLATCHFORD in charge of installations and service.

ROBYN A. CAMPBELL has been named treasurer of the Minnesota and Ontario Paper Co., Minneapolis. Formerly general manager of the firm's paper division, he succeeds the late E. A. JOHNSTON. WALTER H. ROBILIARD was elected assistant treasurer.



Stephen Mucha



Hans Weiss

HANS WEISS and STEPHEN MUCHA have been named to the newly-created positions of vice-president and general manager and vice-president and sales manager,

**BEFORE YOU BUY...**  
**COMPARE ANY**  
**FORMS PRINTING EQUIPMENT TO OURS!**

SYNONYM OF **ASH**  
**TON** SUPERIORITY

the world's finest  
**FORMS PRINTING**  
**EQUIPMENT**

**ASH**  
**TON**  
*Continuous Flow*  
WEB ROTARY PRINTING PRESSES AND EQUIPMENT

**ASHTON PRESS MFG. CO., LTD.**  
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respectively, of the Foster Type & Equipment Co., Philadelphia. Mr. Weiss formerly was in charge of production and plant operations at Smith Edwards Co. Mr. Mucha has been connected with the American Type Founders Co. for the past 10 years in various capacities.

HOWARD E. HAYMAKER has been elected a vice-president of Wetzel Brothers, Milwaukee, a printing and lithographic firm.

BLANCHE TANOUS, production manager for Heintz & Co., Los Angeles, has been presented with the Women's Graphic Arts Club Achievement Award for 1959, for outstanding contributions in the

graphic arts field. The presentation was made at the group's 11th annual installation and awards dinner on June 10 in South Pasadena, Calif.

SAMUEL L. DEJOISE has been named production manager of the Printers Finishing & Manufacturing Co., Inc., Baltimore, Md.

ARTHUR SCHEINMAN, owner of the Universal Printing & Lithograph Co., Los Angeles, recently was given a dinner by his employees to commemorate the 25th anniversary of the company and to celebrate Mr. Scheinman's 60th birthday. The employees presented Mr. Scheinman with an inscribed silver tray.



Edward H. Sutton



Arthur Scheinman

EDWARD H. SUTTON, 79, well known dean of the printing industry in Pittsburgh and a director of the William G. Johnston Co., died June 24. Associated with the printing industry for over 50 years, he had spent 30 years with the Johnston company in various capacities.

SHERIDAN TREIS has been appointed West Coast representative of the Brown-Bridge Mills, Inc., Troy, Ohio. With headquarters in San Francisco, Mr. Treis succeeds EDDIE BUTTS, who has retired.



Sheridan Treis



John W. Herbert

JOHN W. HERBERT has been appointed manager of sales of the Dayton, Ohio, sales office of Mead Papers, Inc. Mr. Herbert, who joined Mead in 1948, formerly was assistant manager of sales.

WALTER W. MOULTON has been appointed manager of the Chicago division of the Graham Paper Co., St. Louis. He succeeds CARROLL R. MITCHELL, who was recently made director of sales.

E. E. STEWART, chairman and chief executive officer of the National Dairy Products Corp., has been elected to the board of directors of the West Virginia Pulp and Paper Co., New York City.

EUGENE T. FERGUSON has been appointed personnel director of the General Binding Corp., Northbrook, Ill.

CLINT WARD has been appointed sales manager of the newly expanded northwestern division of the Western Lithograph Co., Los Angeles. The new division covers the San Francisco area; Seattle, Wash.; Portland, Ore., and Salt Lake City, Utah.

LEW SHELDON, New York district sales manager, has been transferred to the Cleveland office of the Macey Co., a subsidiary of Harris-Intertype Corp.

RALPH D. COLE, president, Consolidated Lithographing Corp., Carle Place, L.I., N.Y., was presented with the annual Harry J. Friedman Memorial Award for

*The Most Practical Tipping Machine Manufactured*

# Knight Carbon Glue

*Model "C"*

Feeds automatically from one or two rolls—Carbon, Plastic, Foil or Cloth. Glues one or both sides, cuts and delivers to feed-table. Held in close register by vacuum.

*Accurate-Productive-Versatile*

"Ask about Truck Demonstration at your Plant."

- Snap-Out Forms
- Payroll Checks
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**PATENTED**

**Knight Engineering and Machine Company**

P. O. Box 883 CLANTON, ALABAMA, U.S.A.

NOW...FOR THE MEDIUM SIZE PRINTER



THE  
ALL NEW

## McCAIN SADDLE-MATIC

The only automatic feeder-stitcher combination designed for...and priced for...the medium size shop. Easily handles all of the average printer's saddle bound work quickly and profitably.

**Less than \$10,000** for the basic unit...includes stitcher, two stitcher heads and two automatic feeder stations. Add two hand feed stations or extra 2 or 4-pocket automatic feeder units as required...famed McCain 3-Knife Trimmer also available for attachment now.

**Easy one-man operation** all from front of the machine...Saddle-Matic Stitcher and feeder pockets are set up, loaded, run and adjusted from the front... speeds production... saves floor space (requires less than 25 sq. ft.).

**Even short runs are profitable**...takes less than one minute per pocket for feeder set up...less than two minutes to set stitcher...size range from  $3\frac{1}{2} \times 6"$  to  $11\frac{1}{2} \times 15"$ ...cruises at 2500 to 5000 an hour!

*Write for full details today!*

**THE DEXTER COMPANY**

Division of Miehle-Goss-Dexter, Inc.



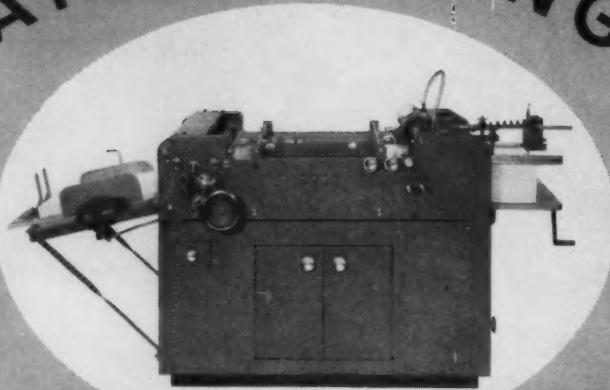
Chicago 8, Illinois

For Large Volume Saddle Binding...Look To Dexter's High Speed

McCAIN-CHRISTENSEN COMBINATION...Feeders-Stitcher-Trimmer

SEE IT AT  
THE COLISEUM  
IN SEPTEMBER

ANNOUNCING



*Rosback* NEW  
"JET-20"  
Perforator

SEE IT AT THE GRAPHIC ARTS EXPO

For slot, strike, and snap-apart form perforating  
—for scoring, creasing and slitting

Designed for speed and built to traditional Rosback high quality, this NEW "JET-20" perforator fills the need for offset or letter-press sheet sizes printed on 14"x20" presses. New features include:

- High speed perforating for carbon snap-apart forms.
- Also scores, creases, and slits.
- A complete factory-built unit — ready for operation when delivered.

See the "JET-20" and other Rosback equipment in operation at Booths 355, 356 and 357, Graphic Arts Expo — your opportunity to learn first-hand how Rosback has developed more quality and more speed in bindery equipment for this modern age.

- Accurate performance at 12,000 to 24,000 sheets per hour on continuous perforating.
- Up to 7,000 sheets per hour on strike perforating.
- Minimum sheet size 6" x 6".
- Maximum sheet size 20" x 20".

**F. P. ROSBACK COMPANY • Benton Harbor, Mich.**

WORLD'S LARGEST MANUFACTURERS OF PERFORATORS,  
GANG STITCHERS AND PAPER PUNCHING MACHINES

distinguished service in and for graphic arts education. The presentation took place at the New York School of Printing's graduation exercises for high school department students on June 23.

STAN ROSAVES has been named Chicago sales and service manager for the Rapid Electrotypewriter Co., Cincinnati.

MILTON HERMAN, the executive vice-president of Pace Press, Inc., New York City, has been named chairman of the Printers' Group of the Greater New York Fund 1959 campaign.

WILLIAM B. BUNN has succeeded FREDERICK C. STAKEL as advertising and sales promotion director of the St. Regis Paper Co., New York City. Mr. Bunn formerly was a vice-president of Cunningham & Walsh advertising agency.

HAROLD FRITZEN has been appointed Chicago sales representative by the E. F. Schmidt Co., Milwaukee.

ROBERT E. BROWNE has been assigned production engineer in eastern Michigan by the Mergenthaler Linotype Co., Brooklyn. Formerly covering western New York and northwest Pennsylvania, Mr. Browne succeeds JOSEPH W. AGEE, who has been promoted to manager of the Cleveland agency.

HARRY C. HOLMES has been named a sales representative by the Simonds Worsten White Co., Dayton, Ohio. With headquarters in Rock Island, Ill., Mr. Holmes will cover western Illinois and eastern Iowa.

HOMER D. MCELROY, vice-president and general manager of the eastern division of the Ennis Tag & Salesbook Co., Ennis, Tex., received the Outstanding Citizen Award at the annual dinner of the Chatham, Va., Chamber of Commerce.

CLYDE L. SCOTT has joined Miehle-Goss-Dexter, Inc., Chicago, as a sales representative for the Dexter and Lawson divisions in the southeastern area. Mr. Scott's territory will include North and South Carolina, Tennessee, Georgia, Alabama, Louisiana, and Florida, with headquarters in Atlanta.



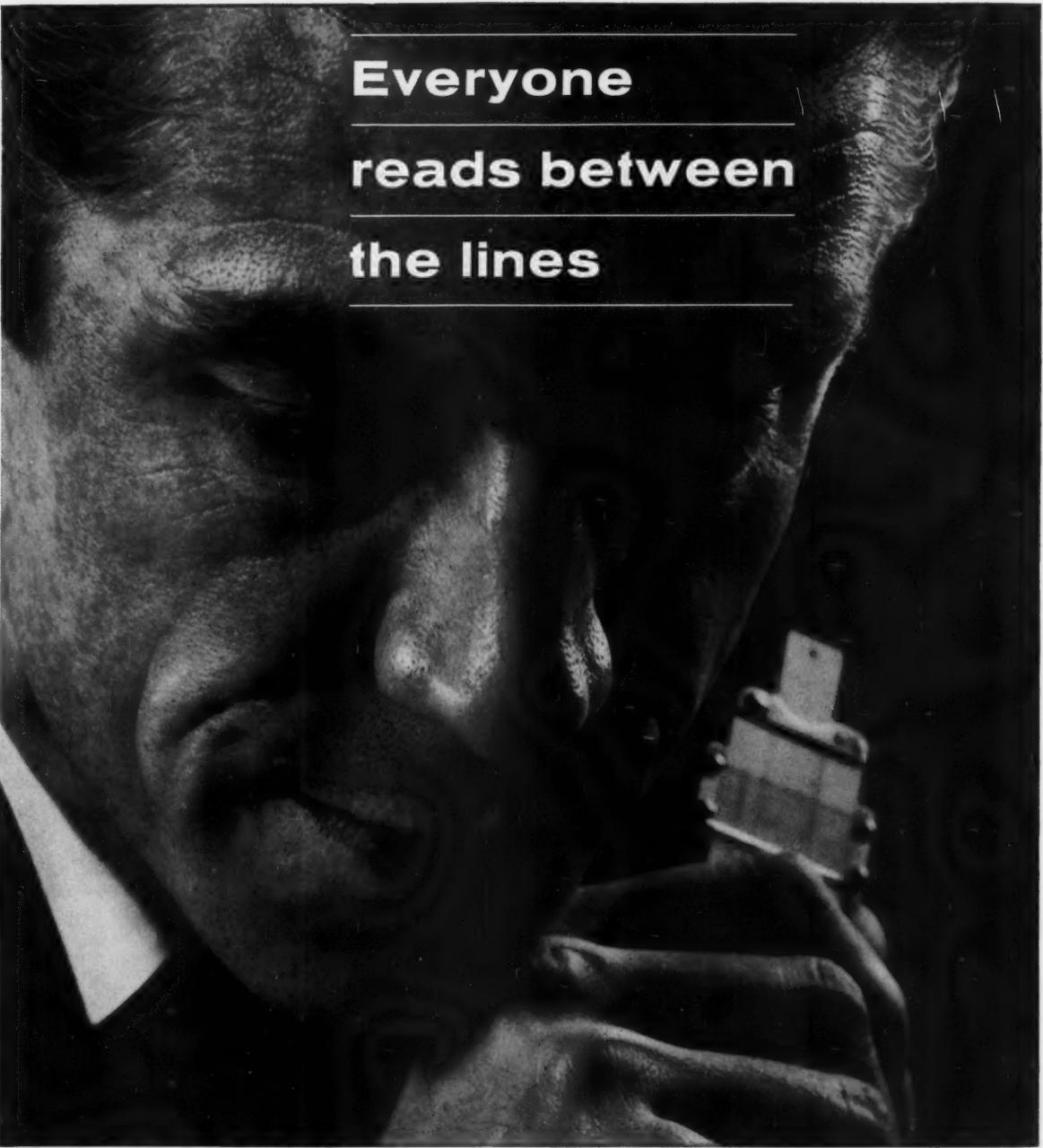
Clyde L. Scott



Fred A. Clough, Jr.

FRED A. CLOUGH, JR., has joined the Oxford Paper Co. as assistant public relations director at Rumford, Me. He formerly was Maine State Commissioner of Economic Development.

WILLIAM DOESCHER and JAMES GRAVES have been appointed western regional manager and central regional man-



**Everyone  
reads between  
the lines**

*Note to printers:*

Warren believes that stressing the importance of quality printing benefits every business using printing — and helps you, too. That's why we've been featuring your story in our ads for over 40 years. This ad appears in The Saturday Evening Post, Time and Business Week.

**When an engineer studies a catalog,** he's reading with an expert's eye. He analyzes every phrase, scrutinizes every photograph. And unconsciously *he reads between the lines . . .* looks for evidence of good taste and respectfulness on the part of the company that issued the catalog. The printed literature that will make a good impression on this man must be thoughtfully prepared in every detail. The claims must be factual. The design must be in good taste. Halftone reproduction must be faithful. The paper must be of the highest quality. These things add up to the kind of respectful printing that wins respect from readers. *Respectful printing must begin with a good printer.* See him early. Most likely he will prefer Warren paper, because he will get better results — and so will you.



**printing papers make a good impression**

S. D. WARREN COMPANY, 89 BROAD ST., BOSTON, MASS.



don't lose those  
close ones!

when you've got to cut costs without sacrificing quality, clinch the order with

THE NEW  
**COOPER'S CAVE<sup>®</sup>**  
PAPERS



BLENDED PULPS...

The Blue Chip Formula is Finch, Pruyne's name for its new blend of groundwood pulps with hardwood sulphite pulps. This unique process produces better papers than were previously dreamed possible at the price.

**FINCH, PRUYN**  
AND COMPANY, INC., GLENNS FALLS, N.Y.

For dozens of printing needs, COOPER'S CAVE papers are the only logical choice. They give you the low-bidding advantage you need, these cost-conscious days, plus a new high quality.

Finch, Pruyne's recent development of The Blue Chip Formula\* gives the new COOPER'S CAVE papers . . .

remarkable opacity, "lie-flat" quality, printability and dimensional stability.

They won't curl, always deliver smoothly and print successfully at high press speeds.

**COOPER'S CAVE<sup>®</sup>**  
OFFSET • IMPACT OFFSET • BOND • MIMEO BOND • DUPLICATOR  
FINCH, PRUYN & COMPANY, INC., 1 GLEN ST., GLENNS FALLS, N.Y.

ager, respectively, by the Polychrome Corp., Yonkers, N.Y. Mr. Doescher, formerly the technical sales representative in southern New Jersey, will have headquarters in San Francisco. Mr. Graves, formerly branch manager for Virginia, Maryland, and Washington, D.C., will have his headquarters in Chicago.

JAMES F. HALL, JR., has been appointed to the sales-service department of Lawyer Chemicals, Inc., Chicago. Mr. Hall will act as contact and service representative with the various governmental agencies with whom Lawyer does business, dividing his time between Chicago and Washington, D.C.

ALEXANDER MURRAY, senior research associate in the graphic arts department of Kodak Research Laboratories, died June 11 after a long illness. In 1951, he was named the outstanding person in the graphic arts industry for his contribution of a long series of improvements to the printing industry.

RUTH GIDDEN, production manager of *McCall's Pattern Book*, has been elected president of the Club of Printing Women of New York City.

W. ARCH SCOTT, JOHN RIDGELY, III, WALTER URIE, ROBERT Z. GARTRELL, and JOHN M. HESSON, have been appointed to various positions by Arthur Thompson & Co., Baltimore. Mr. Scott was named vice-president in charge of production; Mr. Ridgely was appointed vice-president in charge of sales; Mr. Urie has been made plant superintendent, and Mr. Gartrell and Mr. Hesson are members of the sales department.

WILLIAM SUTIN of the Cromwell Printery, Inc., Albany, N.Y., has been elected president of the Rotary Forms Printers Guild, New York City.

MERLE L. HORTON, eastern field supervisor for Azoplate Corp., Murray Hill, N.J., died June 24 of a heart attack. He had been with the company for five years.

Gordon Holmquist (left) vice-president of Cole-Holmquist, Inc., Los Angeles, presents a special gold cup award for "Outstanding Senior Printing Student" of Los Angeles High School to Neil Baliber along with the Gordon Holmquist Perpetual Plaque held by Fred Sherwyn, the school's printing instructor. The presentations were made at a breakfast for the graduating printing class



## CONVENTIONS WHAT - WHERE - WHEN

### SEPTEMBER

Graphic Arts Association Executives, Plaza Hotel, New York City, Sept. 4-5.

International Printers Supply Salesmen's Guild, annual convention, Hotel Statler, New York City, Sept. 4-5.

Trade Binders Section, Printing Industry of America, Lexington Hotel, New York, Sept. 4-7.

International Association of Printing House Craftsmen, Fourth District Conference, Hotel Statler, New York City, Sept. 5.

International Association of Printing House Craftsmen, Second District conference, Hotel Statler, New York City, Sept. 5.

International Graphic Arts Education Association, Columbia University, New York, Sept. 5-7.

International Association of Printing House Craftsmen, annual convention, Hotel Statler, New York City, Sept. 5-9.

National Graphic Arts Expositions, Inc., Seventh Educational Graphic Arts Exposition, New York Coliseum, New York City, Sept. 6-12.

Label Manufacturers National Association, Hotel Park Sheraton, New York City, Sept. 6-12.

International Association of Electrotypes & Stereotypes, annual convention, Hotel Biltmore, New York City, Sept. 7-10.

Printing Industry of America, annual convention, Waldorf-Astoria Hotel, New York, Sept. 7-11.

Education Council of the Graphic Arts Industry, Waldorf-Astoria Hotel, New York City, Sept. 8.

Gamma Epsilon Tau, annual convention, Columbia University, New York City, Sept. 8.

Lithographers and Printers National Association, Bank Stationers Section, fall meeting, Warwick Hotel, Sept. 8-9.

National Printing Equipment Association, annual meeting, Waldorf-Astoria Hotel, New York City, Sept. 9-10.

Technical Association of the Pulp and Paper Industry, Symposium, Institute of Paper Chemistry, Appleton, Wis., Sept. 9-11.

Advertising Typographers Association of America, annual convention, Plaza Hotel, New York City, Sept. 9-12.

International Typographic Composition Association, 40th annual convention, Park Sheraton Hotel, New York City, Sept. 9-12.

Research and Engineering Council of Graphic Arts Industry, special seminar on rotary relief printing, Sheraton-McAlpin Hotel, New York City, Sept. 10.

Direct Mail Advertising Association, annual convention, Queen Elizabeth Hotel, Montreal, Canada, Sept. 13-16.

National Paper Trade Association, fall convention, Conrad Hilton Hotel, Chicago, Sept. 14-16.

Amalgamated Lithographers of America, annual convention, Multnomah Hotel, Portland, Ore., Sept. 14-19.

Mail Advertising Service Association International, annual convention, Queen Elizabeth Hotel, Montreal, Canada, Sept. 16-19.

Business Forms Institute, fall outing meeting, Skytop Lodge, Skytop, Pa., Sept. 21-23.

Technical Association of the Pulp and Paper Industry, Plastics-Paper Conference, Edgewater Beach Hotel, Chicago, Sept. 21-23.

### OCTOBER

International Show and Congress of Printing, Publishing and Paper Industries, Milan, Italy, Oct. 3-11.

National Business Forms Associates, annual convention, Chalfonte-Haddon Hall Hotel, Atlantic City, N.J., Oct. 4-8.

Technical Association of the Pulp and Paper Industry, De-inking Conference, Roger Smith Hotel, Holyoke, Mass., Oct. 7-9.

Illinois Newspaper Publishers Association, mechanical conference, Hotel Pere-Marquette, Peoria, Ill., Oct. 10-11.

National Metal Decorators Association, Silver Anniversary convention, Roosevelt Hotel, New Orleans, Oct. 12-14.

New England Newspaper Publishers Association, mechanical conference, Hotel Statler, Boston, Oct. 17-18.



## how to sharpen your pencil

*Here's the new Finch, Pruyn family of top performance economy papers, designed and developed to keep your bids competitive:*

### COOPER'S CAVE OFFSET

Fine, uniform surface. Whiteness, brightness, "snap" and printability far above the grade. Ideal for catalogs, flyers, folders, throwaways, broadsides, brochures, package inserts, etc.

### IMPACT OFFSET

Here's the one all printers have been waiting for! At last, a vellum finish in 4 PASTEL COLORS, at rock-bottom cost. You'll have hundreds of immediate uses for this. Jonquil, coral, azure blue, mint green.

### COOPER'S CAVE BOND

The world's best paper (and we are ready to prove it!) for those millions of inter-office forms, etc. that do not justify a more expensive paper, but require a clean, bright, printable sheet. Takes all printing, pen-and-ink, equally well. White, canary, pink, blue, green. Stocked 16 and 20 lb.

**TEST THEM . . . YOU'LL AGREE THEY'RE  
YOUR BEST BET WHEN ECONOMY AND  
QUALITY ARE TWIN FACTORS.**

Ask your paper supplier for samples or write directly to us for name of your nearest distributor.

**FINCH,  PRUYN**  
AND COMPANY, INC. GLEN FALLS, N.Y.

# COOPER'S CAVE

OFFSET • IMPACT OFFSET • BOND • MIMEO BOND • DUPLICATOR  
FINCH, PRUYN & COMPANY, INC., 1 GLEN ST., GLEN FALLS, N.Y.



*We have two 48 inch screens  
150-133 line to fit  
your big job ..... also a 36 inch  
250 line for projection  
or fine reproduction*

A COMPLETE PLATE MAKING SERVICE FOR OFFSET, LETTERPRESS AND ANILINE

**PROCESS COLOR PLATE COMPANY**

1200 W. Monroe Street • Chicago 7, Illinois • Phone CHesapeake 3-2211

DAY  
&  
NIGHT

## NEW LITERATURE

Those interested in literature described are asked to write direct to the company listed in the item

### Hamilton Lithographic Equipment

A 16-page, three-color catalog, displaying a new line of offset film and plate processing equipment, is now available from Hamilton Manufacturing Co., Printing Equipment Div., Two Rivers, Wis.

Fifteen new items are featured, including form lining tables, layout tables, artist's retouching tables, dot and deep-etching tables, contact printers, and vacuum printers. Although Hamilton began manufacturing letterpress equipment in 1880, the new products are the company's first entry in the offset equipment field.

### Plastic Binding Fact Booklet

General Binding Corp., Northbrook, Ill., has issued a 14-page booklet on its line of binding and associated equipment. This illustrated fact book, the firm reported, tells how the GBC business systems can help provide operating economy and efficiency, lower costs and higher profits.

### "Fundamentals of Printing" Booklet

An educational booklet, "Fundamentals of Printing," has been published and is being distributed by the Kimberly-Clark Corp., Neenah, Wis. The booklet, first published in January of this year, has now gone through three printings with a total run of 100,000 copies.

Distributed through merchants of Kimberly-Clark coated printing papers, the 48-page booklet is a basic introduction to the graphic arts. According to Kimberly-

(Turn to page 188)

A few of the educational booklets published by the Kimberly-Clark Corp. for the graphic arts industry. One of the booklets, *Fundamentals of Printing*, has gone through three printings



# Duck soup for folding short runs!

Short runs on your big folders either wait for long runs to be finished; or small jobs that are rush interrupt the long runs. In either case, set-up time is excessive, delivery and billing are delayed. A more profitable folding solution for the small jobs is the small Pitney-Bowes FM Folding Machine. • Compact, rugged, fully automatic, the FM is just what you need to do short runs profitably, jobs you might lose money on if you had to do them on your big folder. • The FM handles sheets of most weights from 3 by 3½ up to 11 by 24 inches. Makes any of eight basic folds, at speeds up to 19,000 per hour — makes two parallel folds in 8 by 11 sheets up to 10,000 per hour. Even folds sheets that are stapled.

- Dial-A-Fold, with exclusive Audio-Vernier adjustment, assures precision on fold sizes, regardless of paper weight or thickness.

- The FM can be set for a job in a minute, without using tools. And anybody in the shop can run it. Often it can finish a job in the time it would take to set up your big folder.
- For a demonstration (no obligation) call your nearest Pitney-Bowes office — or send the coupon below for a free illustrated booklet.

*The smaller Model FH, semi-automatic folding machine, costs less than a standard typewriter.*



## PITNEY-BOWES Folding & Inserting Machines

Made by the originator of the postage meter . . . branch offices in 121 cities, coast to coast.

PITNEY-BOWES, INC.

4220 Walnut Street  
Stamford, Conn.

Send free literature on Folding Machines:

Name \_\_\_\_\_

Address \_\_\_\_\_



# LOOKING FOR WAYS TO CUT MAKE-READY COSTS?



## MERCURY ROLLERS & BLANKETS ARE THE ANSWER!

You save 4 ways when you use Mercury rollers and blankets—by cutting make-ready time . . . reducing wash-up time . . . eliminating spoilage . . . and better roller and blanket mileage. Mercury Earns Its Keep!



VISIT OUR BOOTH # 388-389

## RAPID ROLLER COMPANY

MAIN OFFICE AND FACTORY: FEDERAL AT 26TH STREET • CHICAGO 16, ILLINOIS  
EASTERN SALES OFFICE AND WAREHOUSE: 218-224 ELIZABETH AVENUE • NEWARK 8, N. J.



## Here are printers' helps

### available to you at no cost

1 Lithographic Equipment by Hamilton is a 16-page book offered by Hamilton Mfg. Co. It shows layout tables, roller racks, vacuum printers, and other items for lithographers.

2 An attractive sample book of Atlantic Pastel cover and offset suede finish papers is offered by the Eastern Fine Paper and Pulp Division of the Standard Packaging Corp.

3 Two Harris offset presses equipped with feed roll registering systems are described in a 20-page booklet. The presses are 20x26-inch and 23x30-inch single-color units.

4 Here's a handy wall chart of "Lithographic Pressroom Tips" and a "Buyer's Guide for Lithographic Supplies and Equipment" offered by General Printing Ink Co.

5 Now's the time to solve numbering problems with the new Wm. A. Force & Co. 1000 SPM Universal Rotary Numbering Head System. Send for 48-page handbook today.

6 A sample book and printed samples of Davac label papers, 8½x11 sample sheets of Heat-Seal Papers, and reprints of informative ads are available from Nashua Corp.

7 Send for Western Printing Machinery Co.'s four-page brochure on their honeycomb cylinder. It can save hundreds of dollars in plate costs on your rotary letterpress jobs.

8 Let Hammermill Paper Co. help with letterhead design problems. Its booklet of hints on letterhead designs also discusses the choice of paper and envelope for the best effect.

9 Kimberly-Clark offers a 48-page book, "Fundamentals of Printing," to explain printing processes and problems to your employees and customers. You'll like it, too.

10 Get A. B. Dick Co.'s specification sheet on its Model 360 offset duplicator with a 16½x10½-inch printing area. It tells how to get "greater dimension in offset duplicating."

11 Important information for binderies. Gane Brothers & Co. of New York, Inc. has a handsome booklet with complete details on their Polar 107/145 paper cutter.

12 NuArc's flip-top platemakers, available in six sizes, will be a welcome addition to any offset platemaking department. Send for the four-page folder giving all the details.

13 Ideal Roller & Manufacturing Co. has sheets punched for a three-ring binder that describe their mechanical rollers and their flexographic rollers. Yours for the asking.

14 Brandtjen & Kluge, Inc. are offering a folder on the C Series Kluge Automatic Platen Press. The folder was printed, perforated, and scored on this press.

15 Here's a Magplate folder that describes how engravings can be transferred to precision magnesium saddles for "Direct Newspaper Color or Black on White Printing."

16 A Champlain brochure shows how registration problems can be solved with a Proportional Registrator Model 300C. It's the answer for high speed color work.

17 Interested in better business papers? Send for the samples of the new Atlantic bond and Manifest bond from the Eastern Corp. Samples are printed in two colors to show quality.

18 Miller Printing Machinery Co. has a booklet giving complete details, specifications, and diagrams of the SJ single-color and TPJ two-color Perfector 23x36 offset presses.

19 If you use gummed papers, you'll want Gummed Products Co.'s booklet describing Trojan 3D gummed papers and its sample book of Tro-Mark label papers.

20 Want to eliminate handling carbon by hand? Get Knight's brochure on its Model C Carbon-Glue tipping machine. Also ask for the folder on the Knight Carbon-Trim trimmer.

21 If you are shopping for a new offset press get this new 26-page booklet giving full details on the Harris 136 single-color and 236 two-color offset presses in the 23x36-inch size.

22 Ansco has the answer to all your prayers. Two booklets, "3-color Printing with Ansco Graphic Arts Materials" and "Ansco Graphic Arts Handbook" can be yours.

23 Want to produce economical black and color printing? Then you'll need the Tifring 41 flat-bed press. Send for a colorful broadside from Tifring describing the press.

24 "You save time, money, and ink on any size run with a Baldwin Ink Fountain Agitator" made by Wm. Gegenheimer Co. Send for the free circular today.

25 Velopaque text may help solve your paper problems. See how Northwest Paper Co. used it to tell about their Brainerd Mill. Also get their samples of Mountie offset antique wove.

26 Challenge Machinery Co. has a new catalog on its paper drilling machines that you can't afford to be without. It's valuable information designed to build your business.

27 Samples of two new litho wipes from Kimberly-Clark are yours for the asking. Folded ribbed and folded creped wipes will be sent to you in a handsome brochure.

28 Lawson Co. is offering a new 16-page, two-color brochure telling all about the complete Pacemaker line of Lawson Hydraulic Clamp Cutters. It gives all details.

29 Want rapid, economical production of negatives for offset printing? Then you'll want this brochure from Kenro Graphics on its "Vertical 18" camera.

30 Get American Type Founders bulletin on the Chief 238, 250, and 255 two-color offset presses with preregister systems designed to produce first class work at top speeds.

The Inland and American PRINTER and LITHOGRAPHER, 79 W. Monroe St., Chicago 3, Ill.

Please send me, without cost or obligation, material described under the key numbers I have circled below:

1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25  
26 27 28 29 30 31 32 33 34 35 36 37 38 39 40 41 42 43 44 45 46 47 48 49 50  
51 52 53 54 55 56 57 58 59 60 61 62 63 64 65 66 67 68 69 70 71 72 73 74

My Name \_\_\_\_\_ Title or position \_\_\_\_\_

Company \_\_\_\_\_ Street \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_

OUR COMPANY prints by  Letterpress  Offset  Gravure  Flexography  Silk Screen

OUR WORK is  Job prtg.  Magazine or book  Newspaper  Specialty (Pls. name) \_\_\_\_\_

OUR EMPLOYEES number  1 to 9  10 to 19  20 to 49  50 to 99  100 or more

Offer expires Dec. 1, 1959

**31** "Kodak Materials for the Graphic Arts" is a comprehensive catalog that's loaded with colorful illustrations from Eastman Kodak Co. It's yours for the asking.

**32** Get the new Transkript specimen portfolio. It contains a large variety of new sample forms featuring genuine Transkript hot wax carbonizing for use on single or multiple forms.

**33** Minnesota Mining and Manufacturing Co. has a handsome booklet in which printers from all over the country tell why they use 3M offset plates. Get it and see what they say.

**34** Just circle this number on the card and **34** Mergenthaler Linotype Co. will send you a folder describing Linofilm, Mergenthaler's new photocomposition system.

**35** Solve your imprinting problems on the **35** Multipress Model FM or FS. Send for B. Verner & Co.'s folder giving complete descriptions and specifications of these two presses.

**36** Anchor Chemical Co., Inc. is offering an **36** 8½x11", six-page catalog of its "solutions for graphic arts problems," including cleaners, lubricants, adhesives, and static eliminators.

**37** In case your arc lamps aren't holding up **37** as well as they should be, send in today for Strong Electric Corp.'s brochure describing their full line of lighting equipment in detail.

**38** Here's more help for the bindery department: Dexter Co. has a pamphlet on the McCain-Christensen combination machine for automatic pamphlet binding.

**39** Find out about Cheshire, Inc.'s Model E and C labeling machines that automatically apply cut or individual labels at a rate up to 15,000 per hour. New brochure gives all details.

**40** Brown-Bridge Mills, Inc. has new sample book for you showing its complete line of white, colored "Flat-As-A-Pancake" gummed labels and a new gummed paper idea book.

**41** "Profitable letterpress printing" can be yours with the Sterling toggle hook and base system. It's explained and illustrated in this booklet from Printing Machinery Co.

**42** J. A. Richards Co. has a broadside showing its line of saws, drills, routers, trimmers, die-makers, etc. It also tells you what circular to ask for to get details on any item.

**43** Rapid Roller Co. has a wealth of material on their Mercury litho blankets and rollers, Blue Streak rollers, and Mercury Klean-up rollers. Data, too, on care of rollers and blankets.

**44** For "better, faster, and more profitable composition" get Lanston Monotype Co.'s brochure describing the Monomatic automatic keyboard and casting machine.

**45** Goodyear Tire & Rubber Co. will send you a four-color brochure pointing out the high quality process work lithographers can achieve with Goodyear Hi-Fi offset blankets.

**46** The new Si-Namic paper knife is good news for binderies. Simonds Saw and Steel Co. is offering a four-page folder that will tell you all about it. Send for it right away.

**47** Mohr Line-Saw Co. has a booklet called **47** "Cutting Composition Costs" that shows the many ways Mohr saws speed work and lower costs in any composing room.

**48** Outstanding point-of-purchase displays and labeling ideas are shown in "101 Stik-Triks" from Kleen-Stik Products and data on "What every label user should know."

**49** "Built from the operator's standpoint," **49** that's the full line of Challenge power and lever paper cutters. They're described in this handy new catalog.

**50** Here's help for those of you seeking a new job. Two booklets offered by Graphic Arts Employment Service give pros and cons on job changing, using employment agencies.

**51** Attention publishers. Be sure to send for the Brochure on the Goss Suburban web offset newspaper press. The press is built specifically for suburban dailies and for weeklies.

**52** "The Linotype Line" is the title of a **52** Mergenthaler Linotype Co. catalog, describing all machines available from Mergenthaler including the Linotypes and Linofilms.

**53** Rhinelander Paper Co. has available a brochure of samples of Ripcomaster white-print papers for diazo reproduction of business forms, waybills, and for office copy use.

**54** Robertson Photo-Mechanix, Inc. has a brochure on its heavy-duty Comet camera, showing both basic and optional features, and another on its space-saving vertical Meteorite.

**55** Find out why a printing executive and his shop foremen are sold on 3M Makeready. Minnesota Mining and Manufacturing Co. will send you the answer free in a four-page folder.

**56** "How to design a Business Form" is the title of a Hammermill Paper Co. booklet outlining good form design. It contains a 26-point checklist for form efficiency and economy.

**57** The Gilbert Paper Co. is offering Gilbert's Letterhead of the Year book, showing actual printed samples of outstanding letterheads from the Guild Crafter Contest.

**58** A 20-page booklet offered by Automatic Transportation Co. gives descriptions and specifications of more than 150 industrial trucks. Get the booklet now.

**59** Here's a package of good ideas for letterheads plus some excellent samples. "Letterhead Design Manual" is authored by Lester Beall and offered by Parsons Paper Co.

**60** For proof of quality paper get Fletcher Paper Co.'s French-fold broadside printed on white #9 Fletcher Manifold stock. Two colors were printed offset and the third letterpress.

**61** Ludlow Typograph Co. will send you reprints of three national trade magazine articles and its own brochure to bring you up to date on the Brightype conversion process.

**62** Send for Miehle Co.'s striking broadside **62** that explains their 25, 29, and 36 offset presses. It is a beautiful example of printing on a Miehle high production offset press.

**63** Two "Bank by Mail" folders show envelope and deposit slip combinations, quantities and prices, and front and flap illustrations. From Northern States Envelope Co.

**64** Send today for "Printing Equipment," a tab-indexed catalog showing scores of pieces of equipment to modernize your shop, offered by Hamilton Manufacturing Co.

**65** To cool your plant, cool its roof. Here's a **65** folder and a magazine-article reprint explaining how Ruppright's Rotary Roof Cooler can give you low temperatures at low costs.

**66** Here's a Hantscho brochure on the 22½x36-inch perfecting web offset press with signature, roll, or sheet delivery. It also shows sheeters, folders, roll stands, and extra units.

**67** Let Chauncey Wing's Sons explain their **67** "world's fastest low priced addressing machine." Their booklet on the mailer gives all the facts about it and suggests many uses.

**68** "Static Can Be Fun!" Simco Co. has a unique do it yourself static experiment kit and other literature explaining static and showing the Simco products to eliminate it.

**69** The Intertype Co. has a broadside on its **69** Super Display Fotosetter, a photographic typesetting machine that sets type from 3 point to 72 point at keyboard speed.

**70** Composing rooms take notice. Chalmers Chemical Co. is offering two leaflets describing its Phenoid Instantaneous Type Cleaner and Phenoid Non-Flammable Type Cleaner.

**71** To boost pressroom profits find out about the ATF Chief 126 20x26 single-color and Chief 226 20x26 two-color offset presses. ATF is offering detailed bulletins on both models.

**72** "Heidelberg Expands Again" is a new booklet describing the company's new press-building facilities as well as providing data on all Heidelberg Presses.

**73** The Davidson Quality Line is covered in detail by a folder describing all models of the Dual-Lith press as well as Prototype and Emboss.

**74** Fairchild Graphic Equipment has "a key to increased composing room profits." Send for 22-page booklet explaining the operation, uses, and advantages of the teletypesetter.

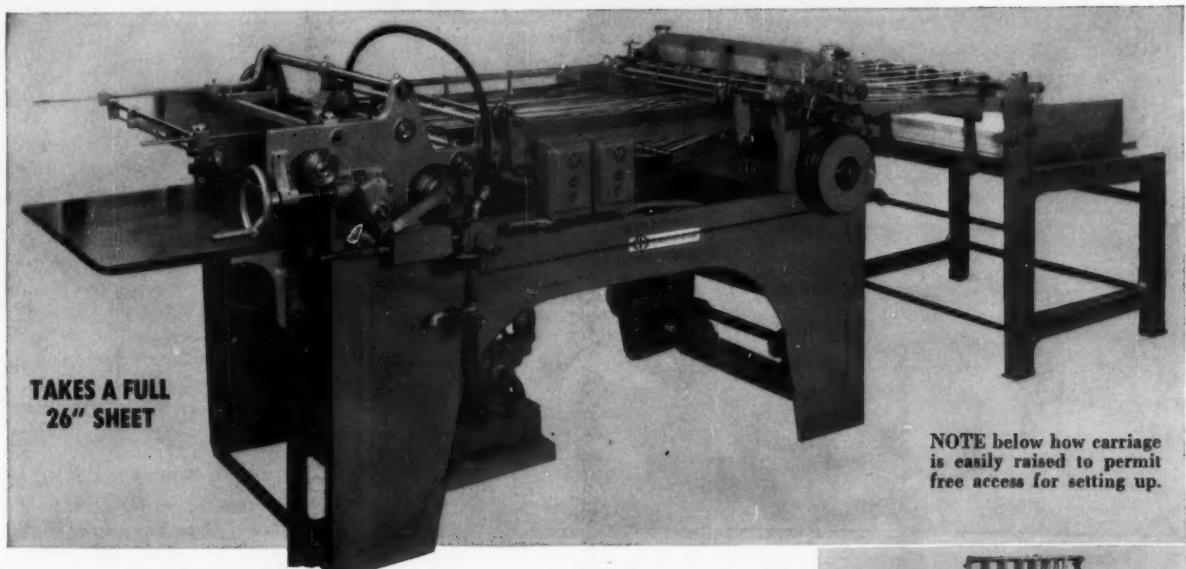
AFFIX  
4c STAMP  
HERE

**The Inland and American  
Printer and Lithographer**  
79 West Monroe Street  
Chicago 3, Illinois

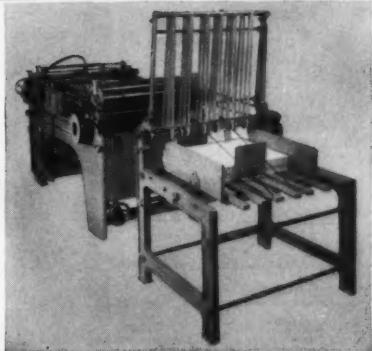
New **26"**

COMBINATION

# FEEDER PERFORATOR JOGGER



**It's ALL IN ONE  
...and ALL**



#### COMPLETELY AUTOMATIC

All you do is place the stock on the feed board and push the "start" button. Automation does the rest while you're free to work elsewhere.

#### 8,000 PER HOUR

Here's profit speed! Yes . . . and here's the smoothest, cleanest, highest quality work your most exacting trade could possibly demand . . . precision-done at low cost.

#### HIGHEST PRECISION STRIKE INS

Micro-exact in every respect. Flexible, easily set up. Positive in performance and produced automatically at speeds up to 4,800 per hour!

#### ANYONE CAN RUN IT

This is a simple machine. You won't need a mechanic to set it up nor a skilled operator to run it. Anyone in your shop can do it easily.

#### SMALL SPACE—BIG PRODUCTION

Look at the photograph again. Note the close-coupled compactness of this unit. Measures only 10' long x 3½'. Takes only small floor space to produce big returns.

#### FOR HIGH SPEED QUALITY PRODUCTION

#### SOLIDLY BUILT FOR HEAVY-DUTY LONG LIFE PERFORMANCE

Here's the new 26" high speed, big production marvel among perforators . . . a 3-in-1 all in line unit that offers you a measure of low cost performing efficiency never before available in equipment of this capacity. You simply set your stock on the feeder, touch the "start" button, and zip! . . . there's goes your Feeding, your Perforating, your Jogging . . . sailing thru AUTOMATICALLY (no more handling, no guiding, no watching) at 8,000 per hour! And you'll get up to 4,800 an hour on the highest precision strike-in work you ever saw. Yes, Sir! Here's the big labor saving, big production, big cost cutting unit you've been needing. Look into it now. Check its many features, its simplicity, its efficiency, its great profit potential. Write us for facts and figures today.

**NYGREN-DAHLY COMPANY**

1422-32 ALTGELD ST.

CHICAGO 14, ILL., USA.

Clark, it contains information to help planners, buyers, and users of printed material.

The booklet discusses such topics as type selections, silk screening, plate preparation, proofreader's marks, kinds of presses, laminating, printing economies, and other subjects. The index includes 97 topics. Illustrated with photographs and tables, the book has 18 chapters.

#### Symbol of Quality Lithography

Amalgamated Lithographers of America, 143 W. 51st St., New York City, has announced plans for a campaign in the United States and Canada to promote its

union label as a recognized seal of quality. In connection with this campaign, the ALA has published an illustrated label booklet entitled "Symbol of Quality Lithography." The booklet, which tells the story behind the ALA label, will be made available to the purchasers of lithography throughout the United States and Canada.

#### Eyelet and Machine Catalog

A 48-page, three-color catalog on the subject of industrial eyelets and eyeletting machines has been announced by the United Shoe Machinery Corp., 755 Boylston St., Boston, Mass. The catalog outlines company's experience in the design,

development, and the production of eyelets and eyeletting machines for such industries as paper products and packaging, plastics, metalworking, etc.

It includes information on the several classification of eyelets and the line of United eyeletting equipment. Also included in the catalog is a section on the range of eyeletting machines made by the firm, with photographs, line drawings, dimensions and specifications on each model in the line.

#### Precision Magnesium Saddles

A four-page folder, describing precision magnesium saddles for newspaper color or black-on-white printing has been introduced by the Magplate Division of Brooks & Perkins, Inc., 1950 W. Fort St., Detroit, Mich. Printing can be done from any original engraving applied to the magnesium saddles which are supplied to exact size and curvature of the press cylinder. This process, the company reports, eliminates duplicating losses and gives good color register with better tonal values.

#### Intertype Bulmer Roman and Italic

The Intertype Co., 360 Furman St., Brooklyn 1, N.Y., a division of the Harris-Intertype Corp., has published a 20-page booklet which displays the company's recently-introduced Bulmer type face for linecasting composition. The booklet contains showings of a complete range of sizes in roman and italic faces from 6 through 14 point, together with specimens of book pages, ads, announcements, and reports set in Bulmer.

In showings of each of the eight fonts, text sizes are reproduced in blocks set solid and leaded one, two, and three points in column measures as narrow as 11 and as wide as 35 picas. Showings include full alphabets of caps, lowercase, figures, and points for both roman and italics as well as roman small caps. Other information includes alphabet lengths in points, figure sizes, characters per pica, code words, and font numbers.

#### Ideas for Engineers

How "air may do the job" through use of air motors, compressors, and vacuum pumps is the general subject of a 12-page booklet available from the Gast Manufacturing Corp., P.O. Box 117, Benton Harbor, Mich. Written by company officials to stimulate ideas for product engineers, the booklet contains 45 photographs as well as case histories of current original equipment uses. The pneumatic principles used to perform various functions on industrial machines and business and laboratory equipment are illustrated by 24 diagrams.

#### Lewis-Shepard Pallet Truck

A circular describing a 2,000-pound capacity, lightweight hydraulic pallet truck

*Look to the \*LEADER*

# ANCHOR

FOR CHEMICAL SPECIALTIES FOR THE GRAPHIC ARTS

**\*LEADER in Research**  
SINCE 1937, pioneers in the development of non-toxic and safe chemical aids for the graphic arts!

**\*LEADER in Service**  
INTERNATIONAL NETWORK of dependable well stocked distributors get the goods to you fast!

**\*LEADER with the Customer**  
TOP PRINTERS AND LITHOGRAPHERS buy Anchor products for their labor-saving performance!

**\*LEADER in Value**  
TRUE ECONOMY measured by full performance. The Anchor Brand is your Best Buy!

**\*LEADER in Sales**  
MORE AND MORE printers and lithographers depend on the consistent high quality of Anchor's products!

**\*LEADER in Technical Aids**  
TRAINED STAFF of field men and dealers with "know-how" to solve your toughest problems!

For nearly a quarter of a century Anchor has led the way — pioneered in formulating and perfecting chemical tools that do the job better, faster, more economically and SAFER for the graphic arts craftsman.

We are proud of the leading role we have played in educating and alerting the graphic arts industry to the deadly dangers of TOXIC solvents. We are proud of the fact that Anchor products are NON-TOXIC . . . they never contain harmful chemicals such as benzol, toluol, carbon tetrachloride, perchlorethylene, trichlorethylene, methanol, acids, caustics, etc.

Thousands of graphic arts men in all branches of the industry throughout the world look to Anchor, the Leader — for the best and safest "Solutions to their graphic arts problems."

Trained technical representatives and authorized dealers everywhere are at your call.

© 1959 Anchor Chemical Co., Inc.

**ANCHOR CHEMICAL CO., INC.**  
"SOLUTIONS FOR GRAPHIC ARTS PROBLEMS"  
827-837 BERGEN STREET, BROOKLYN 38, N.Y.

Member of:  
National Safety Council  
National Association of Photo-Lithographers  
Printing Industry of America  
New York Employing Printers Assn.  
Lithographic Technical Foundation



7

th EDUCATIONAL

# Graphic Arts



EXPOSITION

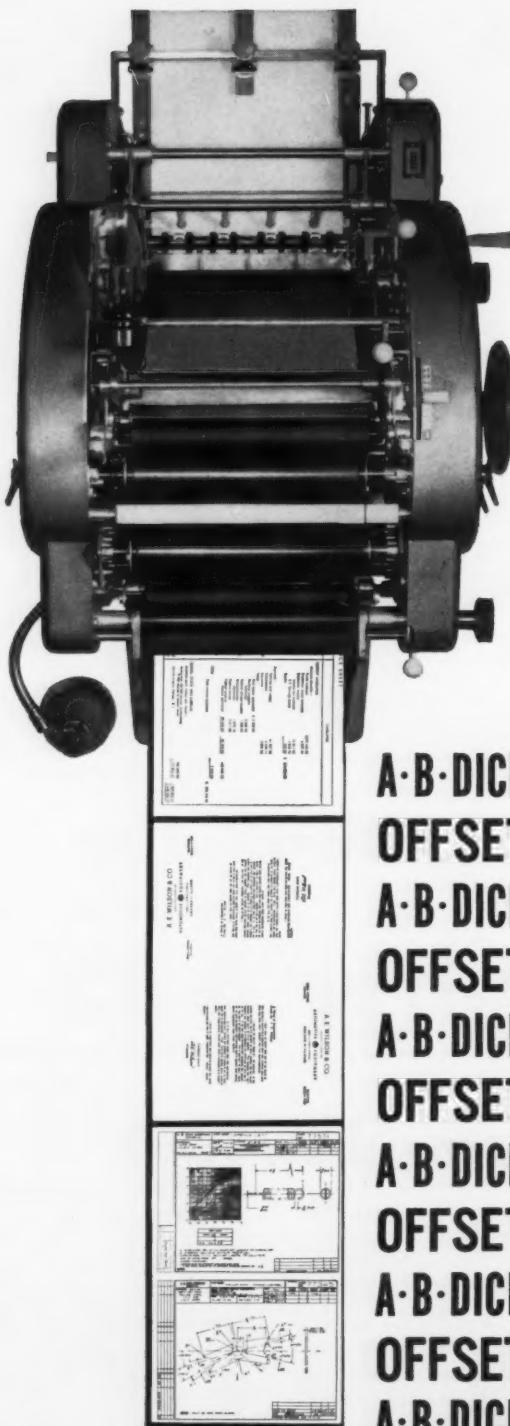


Printing and Allied Industries

September 6-12

N.Y. Coliseum, New York





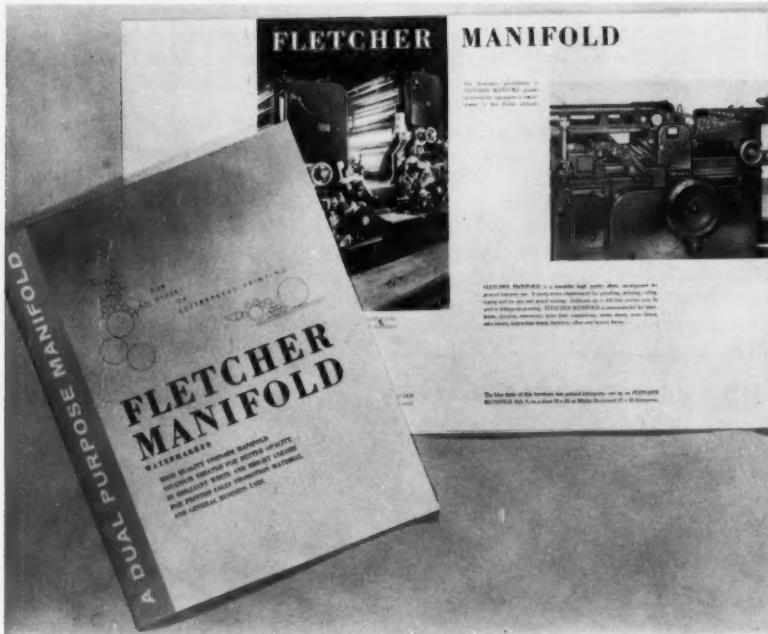
**A·B·DICK®**

*Achievement through Innovation*

**A·B·DICK  
OFFSET  
A·B·DICK  
OFFSET**

Double your offset duplicating production. Produce 10½ x 16½ inch copy on 11 x 17 inch paper on a duplicator that takes less than 9 square feet of floor space. Speeds up to 9,000 sheets per hour. Produce two-up letterheads, forms, engineering paperwork or promotional literature... in black or brilliant colors.

The new A. B. Dick Model 360 offset duplicator is equipped with amazing Aquamatic control that insures precise ink-water balance. Perfect copy quality from start to finish... no time-consuming make-ready. Blanket and impression cylinders adjust automatically for different master thicknesses and paper weights. Variable speeds up to 9,000 copies per hour. Fully automated models available for high speed systems work. Call your A. B. Dick Company distributor, listed in the yellow pages, for information or a free demonstration. Or mail coupon at right.



Cover and inside spread of the three-color brochure printed on Fletcher Paper Co.'s Manifold paper; two colors are printed on offset equipment; the third color was printed by the letterpress process

is available from Lewis-Shepard Products, Inc., 125 Walnut St., Watertown 7, Mass. Designated as Circular 26C, the four-page, two-color presentation contains illustrations, specifications, and operating details on the new pallet truck.

## A-B-DICK OFFSET A-B-DICK OFFSET

Please send full information about the new A. B. Dick Model 360 offset duplicator.

**A. B. DICK Company**, Dept. IAP-89  
5700 West Touhy Avenue  
Chicago 48, Illinois

Name \_\_\_\_\_  
Position \_\_\_\_\_  
Company \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_  
Zone \_\_\_\_\_ State \_\_\_\_\_

### Fletcher Manifold Paper

A broadside, printed on both offset and letterpress equipment, has been issued by the Fletcher Paper Co. of Chicago. The broadside is printed in three colors on white 9# Fletcher Manifold. The company reports that offset equipment was used to print the first two colors and to demonstrate how this paper takes a deep-etch offset halftone, 133-line screen. The third color, printed letterpress, used an 85-line screen halftone. Manifold paper is available in white, blue, pink, canary, green, and goldenrod.

### Equipment Selector Catalog

A 16-page catalog, describing and illustrating the L-S complete line of materials handling equipment, has been released by Lewis-Shepard Products, Inc., Watertown, Mass. Designated as Condensed Catalog 80-204, the two-color presentation offers specifications and illustrations on rider fork lift trucks, rider tractors, narrow aisle rider electrics, electric powered "walkies," and manual equipment.

An equipment selector chart presents a quick visual reference to each type of equipment manufactured in every line of materials handling equipment.

### Metalflake Sample Book

A handy reference folder and sample booklet on Metalflake, a metallic sparkle product for decorative surfacing, has been made available by the Dobeckmum Co., 3301 Monroe Ave., Cleveland, a division of the Dow Chemical Co.

Printed on heavy coated paper stock with pieces of Metalflake imbedded in the cover, the folder describes the sparkle material, its product applications, and how it

# 3 TOP VALUES

From Among 80  
**BIG JOE**  
Lift Truck Models



1  
"the PEDALIFT 21"  
**\$199.00** complete  
1000 lb. capacity  
54 in. lifting height



2  
"the 299"  
**\$299.00** complete  
1000 lb. capacity  
57 in. lifting height  
Battery Operated



3  
"the CHALLENGER"  
**\$397.50** complete  
1500 lb. capacity  
57 in. lifting height  
Battery Operated

Hydraulic Handling for  
EVERY Department  
**BIG JOE**  
Manufacturing Company  
Colony Drive  
Wisconsin Dells, Wisconsin

is applied to various surfaces for decorative effects.

A separate sample insert shows sizes, colors, and shapes, including squares, rectangles, hexagons, stars, and staple and random cut effects in widths of  $\frac{1}{4}$ -inch up.

#### Direct Mail Case Study

A case study released by the Direct Mail Advertising Association, Inc., 3 East 57th St., New York 22, features Rodney, a frog, in "The NBC Western Network Story." The NBC campaign consisted of a series

of letters, purportedly written by a frog called Rodney, to 1,200 prospective users of TV on the Pacific Coast. The purpose of Rodney's letters was to create good will for two Western network TV salesmen and stimulate interest in the service they had to sell.

#### Syntron Equipment Catalog

A Condensed Catalog, No. 596, of materials handling equipment, parts handling equipment, power rectification equipment, mechanical shaft seals, paper joggers, and portable power tools has been

introduced by the Syntron Co., Homer City, Pa. The 68-page illustrated booklet presents descriptions, data, and specifications on all of the company's products.

#### Ludlow Issues Folder on Record Gothic Bold Type Faces

Ludlow Typograph Co., 2032 Clybourn Ave., Chicago 14, has issued a four-page, two-color folder on its Record Gothic Bold type face. This new face is available in sizes from 12- to 72-point. According to Ludlow, the strength and character of Record Gothic Bold make it ideal for display and feature heads in advertising, publication, and commercial printing. The face can also be used by rubber plate and rubber stamp manufacturers.

#### Ways to Promote Your Products

An illustrated booklet, "Six New Ways to Promote Your Products," which shows how air freight can assist with sales promotion and merchandising campaigns, has been issued by the Emery Air Freight Corp., 801 Second Ave., New York 17.

Keyed especially to the needs of the graphic arts industry and intended for advertising, sales, and management personnel, the booklet describes the advantages of air freight for handling shipments of promotion material and the mass distribution of printed material.

#### ATF Chief 126 Bulletin

Complete technical information on the new Chief 126 is available in a "Product Bulletin" released by the American Type Founders Co., 200 Elmora Ave., Elizabeth, N.J. The six-page bulletin illustrates in detail the mechanical and operational features of the 20x26-inch, sheet-fed offset press. This is the third in a series of product bulletins designed to give complete information on new products and supplies for the printing industry.

#### Linton's Bristol-Cover Portfolio

Linton Brothers & Co., Inc., Fitchburg, Mass., has issued a bristol-cover portfolio which gives all the sizes and weights available in the company's line of Queen bristol-cover, Line-Tone bristol-cover, Rollstone bristol-cover, Time Card Vellum bristol-cover, and some new sizes in Thin Plate bristol-cover. It also gives a demonstration of the adaptability of Linton's bristol-cover for many uses.

#### Docker Facts and Factors Booklet

The Automatic Transportation Co. of 149 W. 87th St., Chicago 21, has published a booklet, entitled "Docker Facts and Factors," designed to show the place for the standup, end-control truck in material handling systems. Intermittent operations, short to medium-distance hauls, high stacking, congested-area operation, as well as truck to car loading are some of the uses of the docker discussed in the booklet.

### See this newest Hand-Fed Press and other C & P Equipment Graphic Arts Expo, Booths 153, 154, 155

When a C & P NEW MODEL-N Press is delivered to your press room floor and the electrical connections installed, the press is ready to go—no extras to buy. Standard equipment includes everything needed from floor-pan to counter. Many refinements are built into this thoroughly modern press, such as:

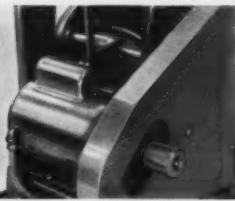
- Adjustable bed track and extension roller tracks.
- Silent drive for ink disc.
- Variable pulley for speed control

driven by constant speed motor.  
Fully safety-guarded throughout.  
Operating controls conveniently located.  
New design enclosed front and sides with a modern machine tool grey finish.  
Oil holes with red targets.

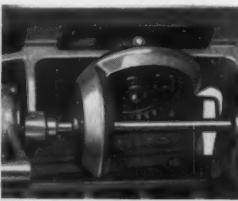
This Model-N is the finest hand fed press C & P engineers have ever designed. Write for complete description.



This illustration shows the adjustable bed tracks, the extension roller tracks and the impression counter with bracket.



This illustration shows the belt guard, the motor and expandable pulley.



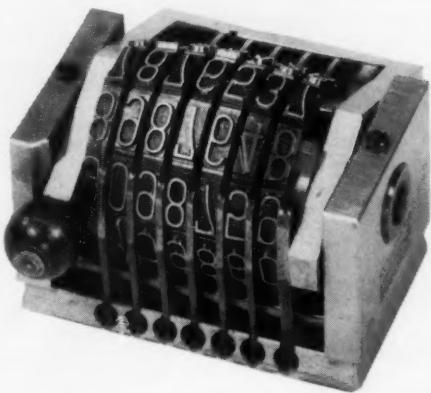
Silent ink disc drive on all three sizes. Illustration above as installed on 10 x 15 and 12 x 18.

**THE CHANDLER AND PRICE COMPANY**  
6000 Carnegie Avenue • Cleveland 3, Ohio  
Manufacturers of dependable printing presses and paper cutters



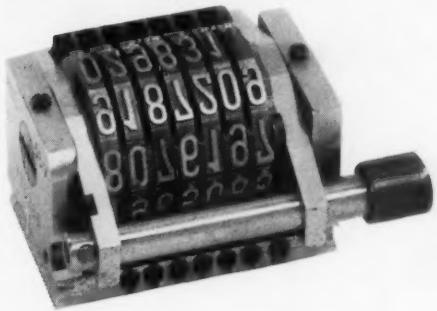
## SEE ROBERTS . . . TOPS IN TYPOGRAPHIC NUMBERING

MACHINES SINCE 1889



LEFT . . . No. 56 convex head with easily replaced ball and pin.

RIGHT . . . No. 56 straight head with reversible operating arm.



VISIT OUR BOOTH NO. 196 AT THE GRAPHIC ARTS EXPOSITION

Write, wire or telephone Roberts Numbering Machine Division, Heller Roberts Manufacturing Corp., 700 Jamaica Ave., Brooklyn 8, N. Y. Phone Midway 7-4600.

## ...Missing Something?



More and more Fasson self-adhesive materials are being sold to industry each day. They are being printed on, screened and die-cut by companies like yours . . . made into labels, emblems, service and wiring diagrams, display signs, bumper strips, product nameplates—dozens of different uses!

Are you getting your share of this profitable market? You can . . . easily! Write us for samples and prices of the many Fasson materials available . . . vinyls, polyesters, papers, foils, acetates in a wide range of stock sheet sizes and patterns for immediate shipment.

And remember Fasson quality is superior, consistently uniform!

Get in this fast growing, profitable market now! Write today to Dept. R-8

### Fasson Products

*A Division of Avery Adhesive Products, Inc.*

250 Chester Street • Elmwood 2-4444 • Painesville, Ohio

Fasson advertising in Fortune and leading trade magazines is building continued acceptance for Fasson self-adhesives. Write for free reprints of our current advertising.



## Justrite Companies Offer Parking Meter Envelopes



Parking meter and traffic violation envelopes are currently being featured by the Justrite envelope companies of St. Paul and Atlanta.

Furnished in 3 functional styles, these popular envelopes are tailor made for any traffic department's requirements. They open up new avenues for increasing your sales and profits.

Styles 1 and 2 are specially designed for cities using the Traf-O-Teria or Fine-O-Meter fine box systems. They come in the standard size of 3"x7" in yellow waterproof and red kraft stocks . . . complete with carbonized sheets, ready for printing and binding.

No carbon sheets are required in Justrite's Style 3 violation envelope. It's furnished in white stock and measures 3 $\frac{1}{8}$ "x5 $\frac{1}{2}$ " with an additional 4 $\frac{3}{4}$ " for its extended flap. This flap is removed by the traffic officer; the violator uses the envelope for remitting the penalty.

Get in on your share of this fast growing market. Write either Justrite factory for samples and prices of these and other items in Justrite's complete line of standard and specialty envelope products.

Two Modern JUSTRITE Factories



**NORTHERN STATES ENVELOPE CO.**  
300 East Fourth Street • Saint Paul 1, Minnesota  
20 East Jackson Boulevard • Chicago, Illinois

**JUSTRITE ENVELOPE MFG. CO., INC.**  
523 Stewart Avenue, S.W. • Atlanta, Georgia

□ □ □ □ □ □ □ □ □ □ □ □ only

## RICHARDS' MODERN ROUTERS, SAWS & MORTISERS

Visit With  
Dad Richards  
Booth 341

QUALITY  
MACHINES  
for  
PRINTERS  
STEREOTYPERS  
PHOTOENGRAVERS  
ELECTROTYPEERS

Designed and built  
for printers by  
a Printer  
Since 1900



**UNIVERSAL**  
Saw-Trimmer Router and  
Mortiser (Combination)  
Also separate units

Send for information to

**J. A. RICHARDS CO.**

903 N. Pitcher St.

Kalamazoo, Mich

## Automatic SHEET COUNTING AND MARKING MACHINE

fast . . . accurate  
. . . low-cost!

Compact, portable unit  
counts and marks sheets  
from presses, sheeters,  
die-cutters, etc. — fast as  
machines can deliver.

- Easily adjusted for any desired marking interval and variations in sheet sizes.
- Inserts colored markers, for uniform separations of lots or "lifts," at selected count — to end hand-counting costs, time, errors.
- Count readily corrected for spoiled or pulled sheets.

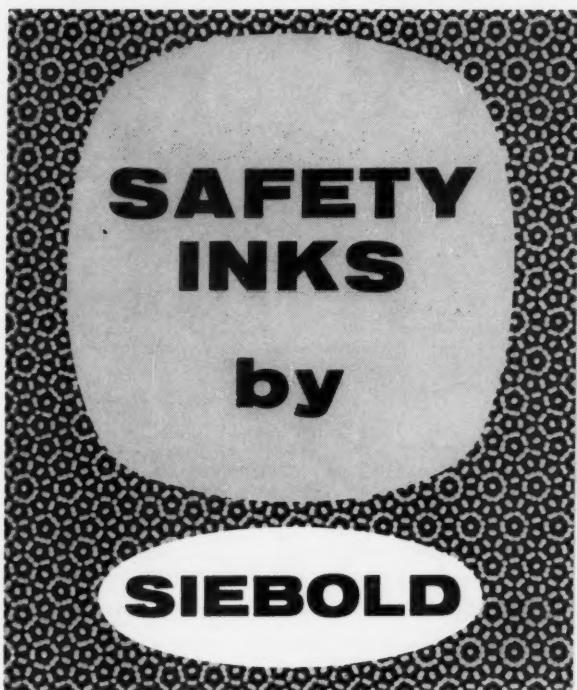


A special problem requiring design of new equipment?  
Call for our research and development service at the  
planning stage.

WRITE FOR BULLETIN 401-A

**COUNTER & CONTROL CORPORATION**

4505 West Brown Deer Road • Milwaukee 18, Wisconsin



"OVER 75 YEARS OF SERVICE"

MEMBER: Lithographic Technical Foundation  
National Association of Photo Lithographers  
National Association of Printing-Ink Makers  
National Printing-Ink Research Association  
N.Y. Employing Printers Association.

**FIRST CHOICE** for backgrounds and  
Pantographic designs.

**INDISPENSABLE** in printing Checks,  
Bonds, Financial Documents.

These high quality, dependable inks are  
available in a choice of 17 colors. Their  
safety factors have been proven over the  
years of use in printing checks "by the  
millions".

Where safety is a watchword, Siebold  
Safety Inks are "first choice" and the  
safety factor remains intact for years to  
come. Send for our color sample book.

J. H. & G. B.



150 VARICK STREET, NEW YORK 13, N.Y.

EVERYTHING FOR THE LITHOGRAPHER • MANUFACTURERS OF PRINTING, LITHOGRAPHIC INKS AND SUPPLIES

**CURE** your labeling **BOTTLENECK**

**with**  
**CHESHIRE**  
**LABELING MACHINES**

Surest, easiest way to prevent choke-up in labeling magazines, catalogs, newspapers, tableids, flyers. **LOW PRICED**, Model C applies pre-addressed labels (roll strip, continuous pack, tape strip) quietly, continuously, accurately positioned at speeds from 5,000 to 15,000 per hour. Equipped with convenient low feeding table, easily adjustable vacuum hopper feed, individual variable-speed conveyor drive, and jam switches for instant control.

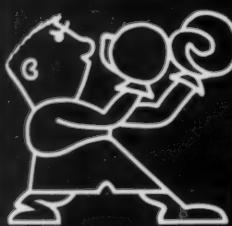
Feed, cut, glue and attach labels . . . reload labels and glue without stopping the machine. Like Ol' Man River, it jes' keeps rollin' along . . . gets your mail out on time . . . right!

Let us show you how Cheshire Model C prevents misses, mistakes, bottlenecks.

**CHESHIRE Inc.**  
1644 NORTH HONORE STREET  
CHICAGO 22, ILLINOIS

CHESHIRE MODELS  
AVAILABLE FROM \$3000

Labeling Heads available as separate units for various types of Machines not manufactured by Cheshire



**"We  
can't use it  
in  
our plant!"**

This frame of mind won't fatten your pocket-book or reduce your costs—which are the two things that 12,000 Mohr Saws are doing for their satisfied users (including probably, your competitor).

We think there's a 90 to 10% chance that you too, can use the MOHR SAW profitably.

▷ **Come to Booth 306, at the Graphic Arts Show—let's put your doubts and our confidence in the same ring and see how they come out!**

**Aw, come on**—let's give this idea a try!

**Mohr  
Lino-Saw Company**

8015 North Ridgeway Ave. • Skokie, Ill.

\* The 10 chances, take into account such factors as these:

- (1) you don't need more profits, as you don't know where to invest your surplus now!
- (2) more (MOHR) profits would put you into a higher tax bracket and actually cost you money!
- (3) business is slipping and you know that nothing will help to improve it!



**An excellent display face for editorial**

12 POINT

24A CAPS 47A LOWER CASE

**and advertising use. All leading**

14 POINT

22A CAPS 42A LOWER CASE

**typographers are pleased**

18 POINT

12A CAPS 26A LOWER CASE

**with the results of**

24 POINT

8A CAPS 17A LOWER CASE

**CrawClarendon**

30 POINT

6A CAPS 10A LOWER CASE

**in their work**

36 POINT

5A CAPS 7A LOWER CASE

*Complete series folders are available upon request from your dealer or write direct*

**BALTOTYPE**

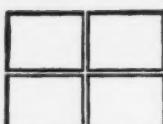
15-17 South Frederick St.

Baltimore 2, Md.

4345 **AMISCO**  
TRADE NAME OF THE WORLD'S MOST PERFECT **CHASE**



Regular Chase



Quadruple Chase



Publication Chase



Miehle Vertical Chase

For over half a century leading mechanical men of the graphic arts industry have chosen Amisco Chases for their cylinder . . . job . . . duplex . . . stereotype and electrotype work because, they know when a chase is marked AMERICAN STEEL CHASE CO. it's dependable and the best and most economical money can buy.

From design board to finished product, master craftsmen with long years of experience supervise and inspect every Amisco Chase building operation. Special analysis steel is carefully checked to make sure that the chemical and physical characteristics of the basic metal measure up to the high standards of quality for which Amisco Chases are noted.

Electrically welded, smoothly ground joints give added strength and rigidity to the one piece unit frame to compensate for the stresses and strains chases must always endure.

Amisco Chases are square and true. They are the perfection of accuracy because each one is manufactured from a pattern, template or blue print and all carry written life-time guarantees.

Amisco is the house of the "complete chase line", for newspapers, commercial printers, stereotypers, and electrotypers. Standards or specials can be supplied.

Metals include: Steel, Aluminum and Cast Iron according to service requirement.

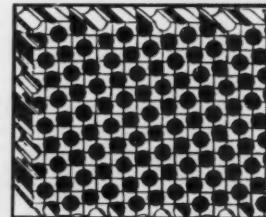
THE AMISCO STORY IS AVAILABLE FROM OVER 300 STRATEGICALLY LOCATED DEALERS OR WRITE DIRECT FOR CATALOG.

**AMERICAN STEEL CHASE COMPANY**  
31-31 FORTY-EIGHTH AVENUE  
LONG ISLAND CITY 1, N. Y.

**STATIC**  
**A HEADACHE?**

End your static problems safely, surely, inexpensively, with the SIMCO "Midget" static eliminator. It's guaranteed to do the job completely in any machine! Write for facts today.

**the SIMCO company**  
920 Walnut Street, Lansdale, Pa.

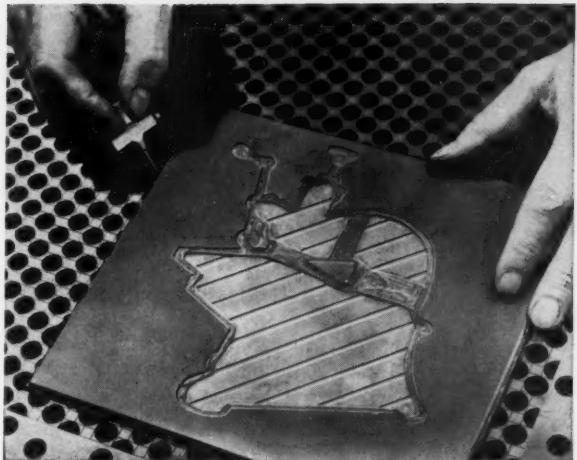


**HONEYCOMB  
PATENT BASE**

Precision made lightweight Duralumin base and chase to fit all makes, domestic and foreign presses. Easy to use, fast, accurate, positive. Enormous time saver on proofing and makeready. For every cost-and quality-conscious printer. Write or call today for brochure, prices and details.

**AMERICAN WOOD TYPE MFG. CO.**  
DEPT. IP 42-25 Ninth Street  
Long Island City 1, N.Y.

Booth 103—7th Educational  
Graphic Arts Exposition  
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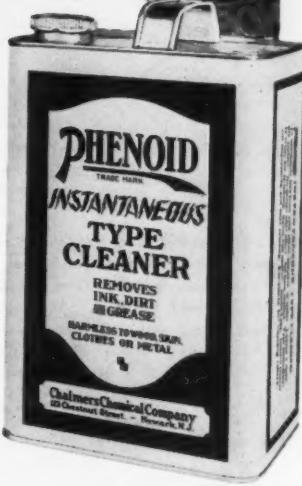
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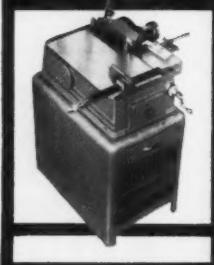
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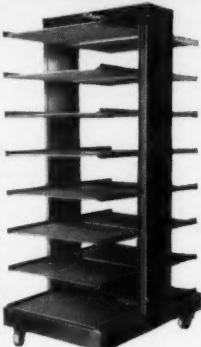
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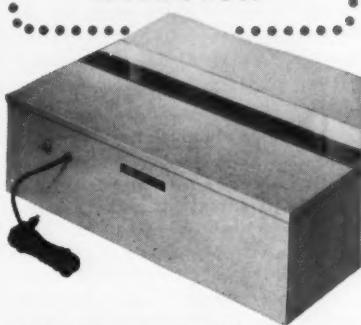
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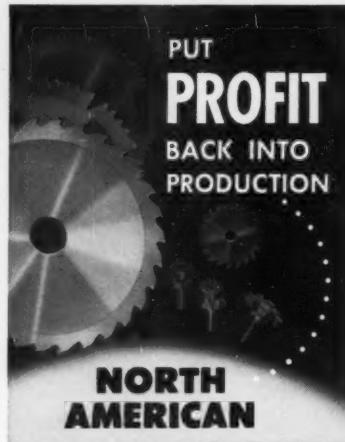
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# Advertisers' Index

Adams Salesbook Co.	200	General Aniline & Film Corp.	
Allied Paper Corp.	91, 92	Anasco Div.	40
American-Marietta Co.		General Precision Equipment Corp.	
Sinclair & Valentine Co., Div.	109, 110	Strong Electric Corp., Subsidiary	170
American Steel Chase Co.	196	Gilbert Paper Co.	121
American Type Founders	25, 26, 27, 28, 29, 30, 31, 32	Goodyear Tire & Rubber Co.	5
American Wood Type Mfg. Co.	196	Goss Company	
American Writing Paper Corp.	117	Div. of Miehle-Goss-Dexter Co.	14, 15
Anchor Chemical Co., Inc.	188	Graphic Arts Employment Service	200
Anasco		Gummed Products Co.	
Div. of General Aniline & Film Corp.	40	Div. of St. Regis Paper Co.	167, 168
Ashton Press Mfg. Co., Ltd.	175	Hammermill Paper Co.	113
Arbogast Company	200	Hammond Machinery Builders, Inc.	162
Automatic Transportation Co.		Hantscho, George, Co., Inc.	154
Div. of Yale & Towne Mfg. Co.	35	Harris-Intertype Corp.	57, Back Cover
Avery Adhesive Products, Inc.		Heidelberg Sales & Service	173
Fasson Products Div.	193	Heller Roberts Mfg. Corp.	
Baltotype	196	Roberts Numbering Machine Div.	193
Baum, Russell E., Inc.	19, 20, 21, 22	Hill Business Systems	198
Bergstrom Paper Co.	36	Hill Rubber Co., Inc.	200
Big Joe Mfg. Co.	191	Howard Paper Mills, Inc.	
Brandtjen & Kluge, Inc.	143	Howard Paper Co., Div.	63
Brooks & Perkins, Inc.		Maxwell Paper Co., Div.	64
Magplate Div.	144	Ideal Roller & Mfg. Co.	137
Brown-Bridge Mills, Inc.	148	Interchemical Corp.	37
Cantine, Martin, Co.	Inside Front Cover	International Paper Co.	17, 18
Carlson, Chesley F., Co.	198	Intertype Company	
Central Compounding Co.	199	Div. of Harris-Intertype Corp.	Back Cover
Challenge Machinery Co.	199	Justrite Envelope Mfg. Co., Inc.	194
Chalmers Chemical Co.	197	Kimberly-Clark Corp.	10, 11, 45
Champlain Co., Inc.	48	Kleen-Stik Products, Inc.	39
Chandler & Price Co.	192	Knight Engineering and Machine Co.	176
Cheshire, Inc.	195	Lanston Monotype Co.	
Consolidated Water Power & Paper Co.	131	Div. of Lanston Industries, Inc.	125
Counter & Control Corp.	194	Lawson Co.	
Crabtree, R. W., & Sons, Inc.	147	Div. of Miehle-Goss-Dexter, Inc.	14, 15, 151
Cromwell Paper Co.	Inside Back Cover	Lithoplate, Inc.	
Davidson Corp.	159	Subsidiary of Harris-Intertype Corp.	57
Dennison Mfg. Co.	46	Ludlow Typograph Co.	1, 12, 13
Dexter Company		Mackenzie & Harris, Inc.	200
Div. of Miehle-Goss-Dexter, Inc.	14, 15, 177	Magnacraft Mfg. Co.	153
Dick, A. B., Co.	190, 191	Megill, Edward L., Co.	200
Didde-Glaser Inc.	38	Mercury Engineering Corp.	
Dow Chemical Co.	33, 34	Div. of Miehle-Goss-Dexter, Inc.	14, 15
duPont de Nemours, E. I., & Co., Inc.	6, 7, 42	Mergenthaler Linotype Co.	8, 9
Dutro, Orville, & Son, Inc.	56	Mid-States Gummed Paper Div.	
Eastern Fine Paper and Pulp Division		Minnesota Mining & Mfg. Co.	43
Standard Packaging Corp.	126, 127, 128	Miehle Company	
Eastman Kodak Co.	149	Div. of Miehle-Goss-Dexter Co.	14, 15, 161
Econo Products, Inc.	61	Miehle-Goss-Dexter, Inc.	14, 15, 151, 161, 177
Fairchild Graphic Equipment		Miller Printing Machinery Co.	55
Div. of Fairchild Camera &		Millers Falls Paper Co.	164
Instrument Corp.	163	Minnesota Mining & Mfg. Co.	
Fasson Products		43, 51, 52, 53, 54	
Div. of Avery Adhesive Products, Inc.	193	Mohr Lino-Saw Co.	196
Finch, Pruyn & Co., Inc.	180, 181	Nashua Corp.	23, 24
Fletcher Paper Co.	172	National Cash Register Co.	44
Flint Ink Corp.	146	National Graphic Arts Expositions, Inc.	189
Force, William A., & Co., Inc.	41	National Vulcanized Fibre Co.	
Fox River Paper Corp.	152	Parsons Paper Div.	49
Frye Mfg. Co.	50	Nekoosa-Edwards Paper Co.	58, 59
Gane Bros. & Co. of New York, Inc.	139	North American Products Corp.	200
Gegenheimer, William, Co., Inc.	60		
		Northern States Envelope Co.	194
		nuArc Company, Inc.	199
		Nygren-Dahly Co.	187
		Offen, B., & Co.	200
		Packer Mfg. Co.	4
		Paper Manufacturers Co.	171
		Parsons Paper Div.	
		National Vulcanized Fibre Co.	49
		Pate Company	198
		Pitney-Bowes, Inc.	183
		Polychrome Corp.	129
		Port Huron Sulphite and Paper Co.	115
		Printing Machinery Co.	197
		Process Color Plate Co.	182
		Rapid Roller Co.	184
		Richards, J. A., Co.	194, 198
		Roberts Numbering Machine Div.	
		Heller Roberts Mfg. Corp.	193
		Robertson Photo-Mechanix, Inc.	142
		Rosback, F. P., Co.	178
		Rose Printing Co.	200
		Royal Zenith Corp.	123
		Ruppright's Rotary Roof Cooler	199
		Rutherford Machinery Co.	
		Div. of Sun Chemical Co.	119
		Sabin Robbins Paper Co.	145
		St. Regis Paper Co.	
		Gummed Products Co., Div.	167, 168
		Sheridan, T. W. & C. B., Co.	153
		Siebold, J. H. & G. B., Inc.	195
		Simco Company	196
		Simonds Saw & Steel Co.	169
		Sinclair & Valentine Co.	
		Div. of American-Marietta Co.	109, 110
		Standard Packaging Corp.	
		Eastern Fine Paper and Pulp Div.	
		126, 127, 128	
		Standard Printing & Publishing Co.	198
		Stewart-Warner Corp.	
		Alemite Div.	133
		Strong Electric Corp.	
		Subsidiary of General Precision	
		Equipment Corp.	170
		Ti-Pi	199
		Tips Publishing	200
		Tirfing Printing Machinery, Inc.	135
		Transkrit Corp.	141
		Type & Press of Illinois, Inc.	199
		Universal Mono-Tabular Corp.	16
		Vandercook & Sons, Inc.	165
		Verner, B., & Co., Inc.	197
		Warren, S. D., Co.	179
		West Virginia Pulp & Paper Co.	156, 157
		Western Gear Corp.	56
		Western Printing Machinery Co.	62
		Weston, Byron, Co.	2
		Wilsolite Corp.	197
		Wing's, Chauncey & Sons	199
		Yale & Towne Mfg. Co.	
		Automatic Transportation Co., Div.	35
		Young Engineering Co.	47

# THE LAST WORD

BY WAYNE V. HARSHA, EDITOR

★ OPPORTUNITY FOR PRINTERS DEPT.: A friend of ours recently sent us a sheet of toilet paper from the British Museum; on it (the paper, not the Museum) was printed the words "Government Property." Another sheet, from a different dispenser, has "London Transport" printed at the top and "Now Wash Your Hands Please" at the bottom. Still another sheet we received has printed on it, "Medicated With Izal Germicide." Printers who are always looking for more business will please note.

★ WE BOW OUR HEAD IN SOME EMBARRASSMENT. Last month we announced here with much blowing of trumpets that the "Qucom" (comma and quote mark on the same Linotype mat) and "Quper" (period and quote mark on the same mat) had at last been invented. We might have guessed and should have known that said mats had been devised away back in 1936. Several of our avid readers lost no time in telling us about our complete lack of perspicacity. Most interesting of the letters we received was one from John M. Conroy of the Los Angeles area. It's so cute we just have to let you read it:

"Are you making quick with the quip; or have you been quietly lying on your quilt for more than 20 years? Either way, you should be 'quisend': 'Quip van Quinkle!'

"'Qucom' and 'Quper' are not newcomers at Monsen Typographers, Inc., Los Angeles. These quaint characters have been riding the Lino elevators and flying down the pi chutes since we opened here in 1947. One Mergenthaler rep opines that they were made as early as 1936! 'Quaint yourself with any Lino Specimen Book.'

"While on the subject, how about using some of the other typo aids? Take: F., P., T., V., W., and Y.; each a cap letter with the period cut back on the same mat. They could be named: Feeper, Peeper, Teeper, Veep, Woofer, and Yper, respectively. Since it takes a little more time to use these typo aids, we could use some quadrumanous typesetters. Know any?

"Quads and quoins! You have me in a quandary. I believe I shall go quash a quince, quaff the juice and quit this quippery."

After that one we are convinced that we are quite quacked! We shall have no qualms about quowning ourselves with quicksand!!

★ THE 1958-59 RATIO STUDY just issued by Printing Industry of America shows that printing industry profits have dropped to another new low of 2.89% after taxes. This decline came about in spite of an increase in sales. As in previous years one out of every four printers had a profit

of over 8% because of these basic features in the operation of the company:

1. The majority had a high percentage of volume not requiring bids.
2. The majority compensate their salesmen on a salary basis, or an effective scale to encourage *profitable* sales rather than volume sales.
3. Higher output from productive people.

It's about time those other three printers and their counterparts started studying the methods used by the successful ones who made a respectable profit.

Printing Industry of America and its associated graphic arts groups in many cities and states are in an excellent position to show them how it's done.

★ SOMETIMES WE ARE SO CLOSE TO THE TREES we don't know what's going on in our own forest. So we were a bit surprised to learn something about the printing industry in Chicago from David L. Luke III, executive vice-president of the West Virginia Pulp and Paper Co.

The growth of Chicago's printing industry has been so rapid in the past decade that it is now near the top as a leading commercial printing center, said Mr. Luke.

We have been aware of that for some time; in fact, we claim that Chicago is America's No. 1 printing center, and we base the claim on the fact that many printing plants have in recent years moved out of New York City (once considered the top printing center) into the hinterlands of Jersey, Connecticut, and upstate New York, not to mention Long Island.

Chicago has shown a growth of nearly 75% in dollar volume over the past 10 years, which is far above the national average, Mr. Luke reported.

He added that Chicago printing establishments now consume nearly one million tons of printing paper annually, or about 13% of the total U.S. production, excluding newsprint.

Chicago claims the world's largest printing plant, R. R. Donnelley & Sons Co., with 6,000 employees.

New Yorkers will probably dispute our claim and will probably take the opportunity to brag about their town as the leading printing center when some 200,000 members of the graphic arts attend the Seventh Educational Graphic Arts Exposition in New York in September.

Well, just let 'em dispute it. One of these days we'll dig up some real figures and make them look pretty silly!

★ THE BIGGEST ITEM IN ESTIMATING a job is the fear of losing it.

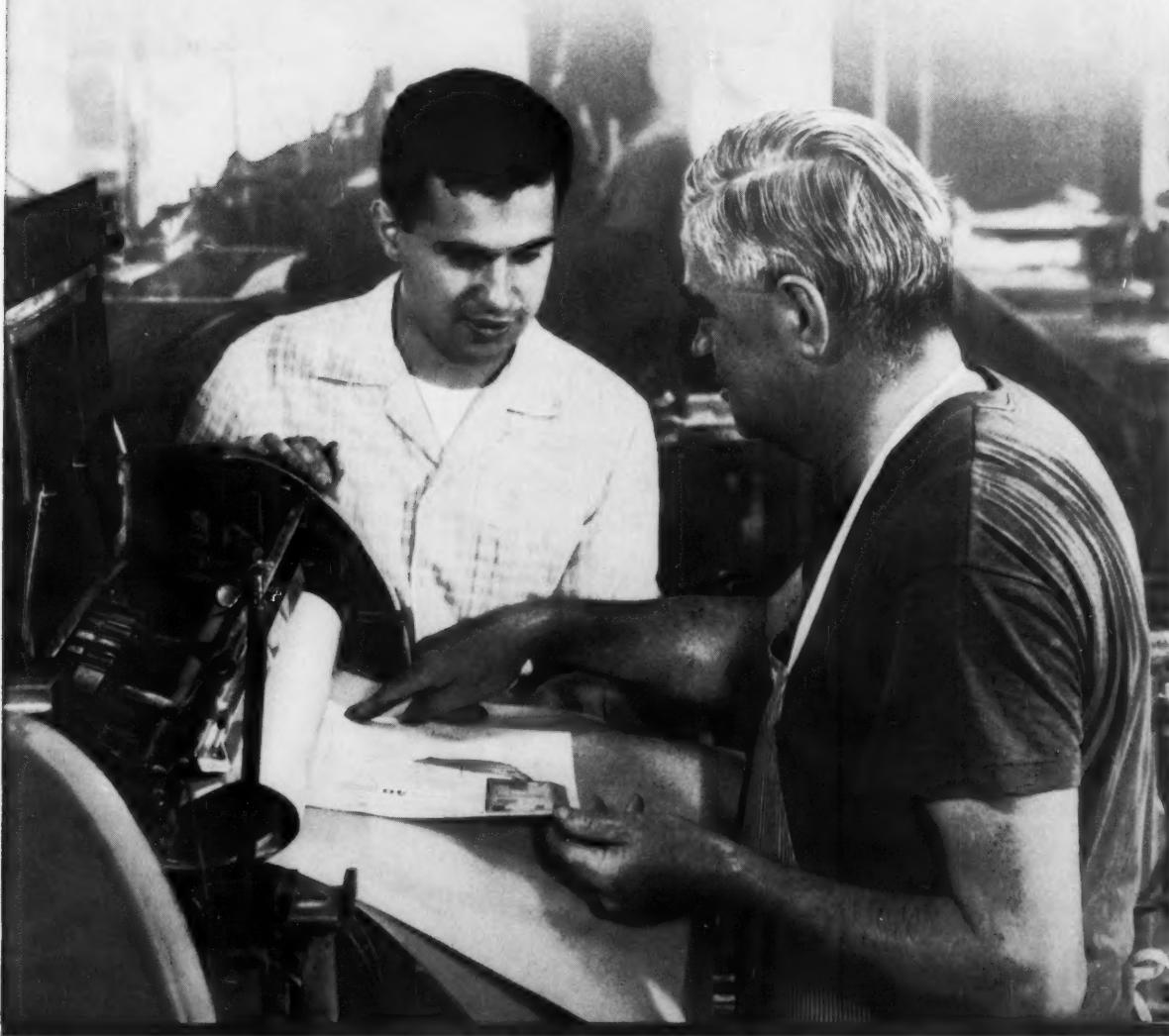


## "Nothing but **Cromwell** tympan for 40 years, son"

That's right! Veteran pressman Jack Taylor at Max Stern's Sons in Chicago has been using Cromwell tympan for his whole printing life. He will use no other. The reason as he gives it to every apprentice:

"Caliper of Cromwell tympan is unvarying across the width of the sheet and from sheet to sheet. Here, we use two calipers—3 and 5 mil—cut to special sizes for our presses. We save time on makeready and on the run. No breakdown of the surface of Cromwell tympan. No sponginess to build up matrix trouble. You can't go wrong when you insist on **CROMWELL** tympan."

Take a tip from this veteran. Insist on Cromwell when you order tympan.

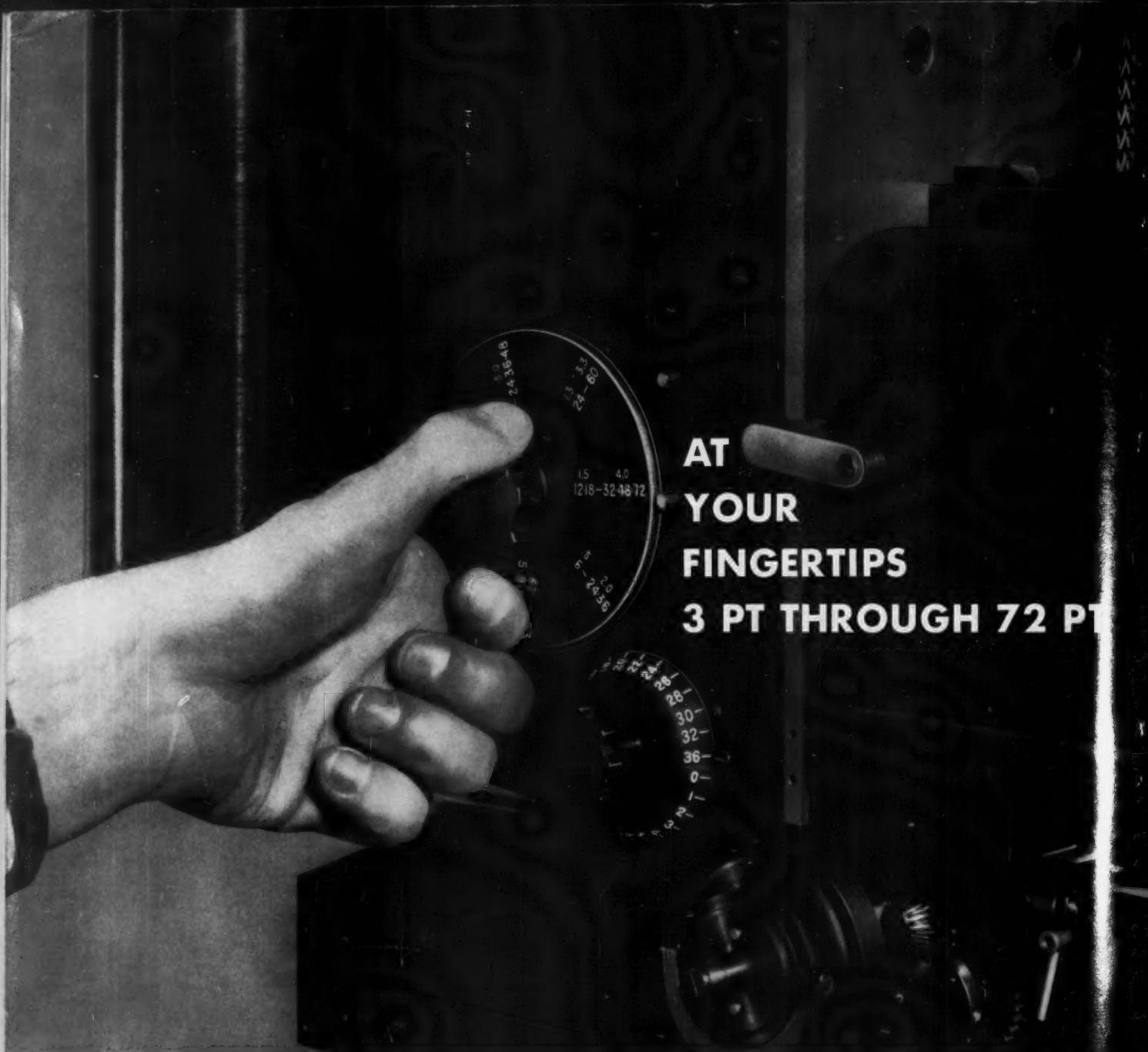


- Cromwell tympan is available in 11 calipers from .002" to .020". All sizes are tailored to fit your press.
- You can buy any quantity from one ream up, in any size.
- Ask us for working samples. Test Cromwell tympan at our expense.
- Economy tip: Use untreated tympan below the top sheet for maximum uniformity and efficiency in makeready.
- And don't forget Cromwell offset packing paper, for the solution to your offset packing problems, too!



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\*99.81% by actual survey. Very few composing rooms use type larger than 72 pt.

P1